

<https://www.execcapital.co.uk/job/managing-director-fashion/>

## Managing Director

### Description

**Position title:** Managing Director

**Location:** East London (4 days office, 1 day remote) **Salary:** £150,000–£180,000 + bonus (flex for an exceptional candidate, equity potentially available)

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### Description

Exec Capital is recruiting a Managing Director on behalf of a fast-growing direct-to-consumer fashion brand with a distinctive, subculture-led identity, based in East London.

Our client is a profitable, fast-growing business built by its young founders and now established at scale. Revenue is split approximately 30% UK, 30% US and 40% across the rest of the world, with strong digital channels and a growing international footprint. The business is culturally relevant, profitable today, and ready for its next phase of growth.

This is not a corporate appointment. It is a hands-on Managing Director role inside a creative, founder-led business with a strong consumer following and a brand identity that has to be respected, not diluted.

We are looking for someone who has personally been there before — who has scaled a fashion or consumer brand from founder-led scale-up to mid-market scale, in the MD, GM or CCO seat.

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### The Opportunity

You will take full P&L ownership and run the business day to day, freeing the founders to focus on creative direction and brand. You will build the commercial discipline, operational infrastructure and senior team required to take the business through its next phase of growth — sustainably, profitably, and across the UK, US and international markets.

You will be the senior business leader: partnering closely with the founders, bringing structure without corporatising the culture, and delivering against an ambitious multi-year plan.

### Responsibilities

#### Key Responsibilities

#### Commercial & Trading

- Own the full P&L and deliver against an ambitious growth plan, holding strong gross margin and EBITDA through scale
- Lead the trading rhythm, forecasting, range planning and in-season

### Hiring organization

Exec Capital

### Employment Type

Full-time

### Beginning of employment

9-5

### Duration of employment

Perm

### Industry

Fashion

### Job Location

London, South East, United Kingdom

### Working Hours

9-5

### Base Salary

£ 150,000 - £ 180,000

### Date posted

May 30, 2026

### Valid through

30.06.2026

performance management

- Own digital trading, paid acquisition, CRM, retention and customer experience across the UK, US and international markets
- Identify and execute new revenue streams: international expansion, wholesale, retail, brand collaborations

### **Operational Infrastructure**

- Build the systems and processes the business needs to scale — stock and supply chain, fulfilment, technology, customer operations
- Lead the move from founder-led ways of working to a scalable operating model without losing what makes the brand distinctive
- Manage cash, working capital and inventory tightly through growth

### **Founder Partnership**

- Partner closely with the founders, freeing them to focus on creative and product
- Bring commercial structure and discipline without diluting brand DNA
- Act as sounding board, challenger and translator between the founders and the wider business

### **Team & Culture**

- Build and lead the senior team required to support the next stage of scale
- Hire talent that fits the culture as well as the commercial brief
- Maintain a fast, creative, ambitious working environment

### **Qualifications**

#### **Candidate Profile**

This role will suit someone who:

- Has personally scaled a fashion, streetwear, lifestyle or culturally-driven consumer brand from founder-led scale-up to mid-market scale, in the MD, GM or CCO seat
- Has genuine international experience — particularly across UK, US and at least one further region
- Brings deep direct-to-consumer e-commerce expertise — digital trading, paid acquisition, retention, customer experience
- Has worked alongside founders before, and knows how to support and challenge creative leadership without overpowering it
- Genuinely respects subculture-led, design-led brands and understands how to build infrastructure around them rather than over them
- Is hands-on, fast, commercially sharp, and at home in a creative, founder-led environment
- Has the maturity and credibility to lead a scaling business and the personality to land with a young, design-led team

#### **This role will not suit:**

- Career corporate executives looking for a step down into a smaller business
- Operators whose experience sits primarily in luxury, premium classic, or mass market apparel
- Anyone uncomfortable in a founder-led, creatively-driven environment, or who wants to corporatise the culture

## **Job Benefits**

### **Package**

- £150,000–£180,000 base salary (with flexibility above for an exceptional candidate)
- Performance bonus
- Equity participation potentially available for the right candidate
- 4 days office in East London, 1 day remote
- Senior leadership role inside a profitable, scaling, culturally relevant brand