

PERIMI QIU

Fashion Merchandiser · Founder, PERIMI LUXURY

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PROFILE

Graduating Fashion Merchandising student at Academy of Art University and founder of PERIMI LUXURY, a U.S. pre-owned luxury house headquartered in Santa Clara. Work spans the intersection of merchandising and operations: building a domestic buyback engine, designing a single-visit close that didn't exist in U.S. resale, and authenticating across the full luxury category under a Japanese secondhand goods dealer license.

EDUCATION

Bachelor of Fine Arts, Fashion Merchandising · Academy of Art University

Spring 2026

San Francisco, California

- Senior portfolio: five projects spanning market entry, digital relaunch, sustainable apparel, and pet e-commerce — anchored by a live merchandising case study from PERIMI LUXURY.
- Coursework: Retail Buying & Planning, Visual Merchandising, Brand Management, Trend Forecasting, Sustainable Fashion, E-commerce Strategy.

EXPERIENCE

Founder & CEO · PERIMI LUXURY (Perimi Official Inc.)

2022 — Present

Santa Clara, California

- Founded and operate a U.S. pre-owned luxury house authenticating and selling across the full luxury category — bags, jewelry, watches, and ready-to-wear — under a Japanese secondhand goods dealer license.
- Identified the U.S. pre-owned luxury market as supply-constrained — designed and launched the industry's first on-site appraisal service with same-visit payment, addressing a service gap unmet by existing resale platforms.
- Built three-channel acquisition funnel (RedNote → WeChat private domain, Google → website, Instagram brand window); reached 5,000+ sellers and \$3M in authenticated buyback transactions in the first year.
- Distribute through U.S. B2C channels (eBay Live, direct website) and B2B partnerships (wholesale, consignment); maintain sourcing relationships with top-tier Japanese auction houses including Aucnet, Komehyo, and Star Buyers.
- Lead full operations: authentication protocol, pricing, vendor and consignment partnerships, hiring, and team management.

SKILLS

Merchandising: Market analysis · Assortment & line planning · Trend forecasting · Pricing & margin · Seasonal calendars

Operations: Authentication protocol · Supply chain & sourcing · 3PL fulfillment · Vendor management · Cross-border coordination

Digital & Retail: E-commerce strategy · Funnel design · Wix · Shopify · eBay Live · Visual merchandising · UX wireframing

Tools: Adobe Creative Suite (Ps, Ai, Id) · Microsoft Office · Keynote · Canva · Notion

Languages: Mandarin Chinese (native) · English (fluent)