

OUR FOUNDER

Founded by Jean Burley, Sample To Sale is built on over 15 years experience across retail, design, sourcing and production.

Jean's journey began in her family's retail business in Singapore, where she developed an instinctive understanding of product, customer behaviour, and the pace of fashion retail. She went on to build deep commercial expertise in design and production, working across some of Asia's leading retailers before managing and developing collections for some of Australia's much loved brands sold into Myer, David Jones, and THE ICONIC, just to name a few.

Her experience spans the full product lifecycle, from trend and concept development through to sourcing, costing, factory selection, quality assurance, production management and delivery.

Being bilingual in both Mandarin and English has also enabled Jean to bridge communication gaps with Chinese manufacturers, helping to resolve issues faster, strengthen supplier relationships and minimise costly misunderstandings across development and production.

Sample To Sale was a natural progression, bringing together Jean's deep commercial experience, instinct for aligning the right product with the right manufacturing partner, and a long-standing network of trusted suppliers across Asia.

