



Amy du Brow-Lassalle

Retail Operations, Client Relations, Service and Management Specialist

📍 Paris, France

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Languages

English (Native)

French (Fluent)

German (Work Proficiency)

About

As a retail management specialist, my strengths include service excellence, coaching and training, people development and operations. Over the span of my career, I have had a record of success in retail operations, developing relationships and business development. I have been responsible for 40+ door openings. I have extensive experience in the luxury sector where the level of expectations is exacting and attention to details is of utmost importance. I am loyal and hardworking with straightforward communication skills. I work well with others and take pride in mentoring my team members and shaping their career paths. As a manager, I excel at multitasking, work well under pressure and am comfortable delegating when necessary.

Areas of expertise:

- Management: business drive, and customer excellence
- Team and individual development, HR
- Coaching and training
- Strategic retail planning and budgeting
- Stock management and security
- CRM and client experience development
- Merchandising and visual management
- Operations: Store maintenance, openings and refurbishing
- Wholesale sales and retail buying
- Online sales

BRANDS WORKED WITH

Rabanne

Acne Studios

Bonpoint

CELINE

Fendi

LANVIN

Le Marchand D'Etoiles

Le Marchand d'Oublis

Made to Sell

Maison Michel

SCHUMACHER – Brand + Interaction Design

Experience



● Sales and Management Training Consultant

Made to Sell | Mar 2021 - Nov 2021

Consultant Made to Sell, management consulting firm specialising in Business Development, Skills Development services through "Selling in Style" operations (Large Enterprises) and "Enterprise Development Italy" (SMEs). Training activity of Business and Human Resources Management area carried out with specialised in-store Training and Coaching services. I perform Training services, on behalf of Made to Sell (www.MadetoSell.it), for important International Brands in various business sectors



● Interim Director of Operations and Retail Excellence EMEA

CELINE | Dec 2018 - Jul 2019

Maximization of functionality of retail operations, procedures, management of operations managers, stock management.

- Collaboration with other services and departments to identify the best way to work to optimize sales.
- Performance development and structuring of rollout of the Retail Excellence program, management and training of the sales coach/training team, optimization of the impact of the sales force.



● Retail Area Manager, France and Germany

Acne Studios | Dec 2014 - Jul 2018

Retail operations, recruitment and other diverse HR responsibilities, sales training, coaching development, sales development and analysis, service and CRM development, securing successful KPI results. Direct management of team of 10, indirect management of a staff of 90.

Opening of 4 new locations.



- **Retail Pop Up Manager**

Maison Michel | Nov 2013 - Apr 2014

Retail Manager at Maison Michel's first-ever Pop-Up store located at 19 rue Cambon in Paris. My mission was to set up clientele relations, sales development, sales analyses, visual merchandising, management, and coordinate with various departments.

- **Le Marchand D'Etoiles | Mar 2006 - Dec 2012**

Franchise owner of a flagship store located in Paris. The creation of the Marchand d'Etoiles label in 2006 led me to open the first store, located in the St Germain de Pres area, and its immediate success allowed me to open a second store in the Marais very shortly thereafter.

Essentially, these two stores have helped the label develop commercially and led to other store openings in Paris.



- **Company owner Le Marchand d'Etoiles**

Le Marchand d'Oublis | Mar 2006 - Nov 2013

Franchise owner of a flagship store located in Paris. The creation of the Marchand d'Etoiles label in 2006 led me to open the first store, located in the St Germain de Pres area, and its immediate success allowed me to open a second store in the Marais very shortly thereafter.

Essentially, these two stores have helped the label develop commercially and led to other store openings in Paris.

With extensive experience with store openings and label launches, I was able to participate with the development of the collection from a commercial aspect and helped the label reach international clients, as my stores were located in prime upscale areas.



- **Bonpoint | Oct 2004 - Oct 2005**

WW retail director. Management, organisation, development, Customer service training, sales recruitment, sales development, strategy rollouts, setting of budgets with finance, and participation in buying strategy.

Management of 20 direct retail locations WW and responsible for the coordination, recruitment and setup of an additional 10 openings within a matter of months (freestanding stores, stores-in-store and franchises).



- **Flagship Store Director/Buyer French Market**

Fendi | Jan 2001 - Mar 2003

Management and launch of Flagship store in France. Buyer of leather-wear goods, ready-to-wear (women's and men's), furs and all other accessories for the totality of the stores in France (Avenue Montaigne, Galeries Lafayette, Cannes).

Management of a total of 30 employees at the French flagship store. Planning, formation, training, merchandising, and general follow up regarding all details concerning the operations and development of the store located rue François 1er. Monitoring of the performance of my sales team, hand picking and building up a team of experienced sales associates and assistants and department managers, (RTW, fur, Leather Goods, Small Leather goods, luggage, shoes, watches, perfumes, etc). I oversaw all sales analysis and action plans and was responsible for conducting all annual employee evaluations.

In addition to my responsibilities at the flagship store, I also trained the store managers of the Galeries Lafayette store-in-store and Cannes boutique. I was responsible for the budget and purchase of all products for the 3 points of sale.



- **Showroom Launch Manager**

SCHUMACHER – Brand + Interaction Design | Mar 2022 - Oct 2022

On site responsible for all set up and operation for the first European showroom (with first retail space integrated into the space) of the historic interior decoration brand. Recruitment, training of the team, management, prospection and sales.



- **Showroom Launch Manager**

LANVIN | Feb 2023 - Oct 2023

Event management and coordination of full brand season cycle within the showroom space (studio presence, special events, sales periods, in-house photoshoots), recruitment of scheduling of sales, cabin teams and models. Booking and management of seasonal photoshoots and collaborations within the showroom space. Close collaboration with wholesale management and zone managers to ensure a smooth and seamless experience for all visitors and clients of the showroom to assist in business development. Budget, accounting, negotiation and operations management.

Education & Training

1989 - 1993

- **University of California, Los Angeles (UCLA)**

Bachelor Degree, Art History