



Valentine Viberti

Collection development & merchandising manager

Paris, France

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Languages

English (Fluent)

French (Native)

Italian (Native)

Spanish (Basic)

About

6 years of experience in the fashion industry; specialized in collection development and the merchandising. Today, my ambition is to work with houses that push boundaries and break conventions. I want to be involved in the development and marketing of bold designs that embody the spirit of the times. I am convinced that my expertise in fashion and luxury can be a great asset and offer new and interesting perspectives for your company.

BRANDS WORKED WITH

Alter Designs

Isabel Marant

Saint Laurent

SHOWROOM ROBERT DODD

The Frankie Shop

Experience

● Collection Manager

Alter Designs | Sep 2021 - Now

Ready-to-wear and special projects collection development, merchandising and sales

- Track trends, develop market forecasts and analyze performance of each product to create a cohesive and strategic collection plan for the brand – supporting the 40% growth in revenue for 2022.
- Work with the Artistic Director, Atelier Manager and suppliers to launch new designs and sales channels, resulting in 30% increase in sales for the brand. Provide stylistic and technical solutions in collaboration with the studio and ateliers.
- Project manage all website/online channel development – 50% increase in online traffic; 30% increase in online sales YoY
- Establish and oversee collection retro-planning processes; responsible for all developments and sourcing of new materials for the collection.
- Define and manage budgets and pricing strategy for the brand and; 14% increase in profit margins YoY
- Coordinate castings, showrooms, shows and photo shoots and collaborate in campaigns art direction resulting in expanding the wholesales network by 3 stores in the first year

[Voir moins](#)



● Product Manager

Isabel Marant | Jun 2019 - Jun 2021

- Work with the Artistic Directors to develop and launch more than 30 new designs with manufacturers and suppliers, contributing to the brand's 30% growth in revenue for 2021 .
- Develop collection plans based on pricing targets, seasonal needs, historical sales data analysis and collection budget. Resulting in a 40% increase in product offerings within the first year.
- Responsible for sourcing fabrics, manufacturers and suppliers.
- Ensure all prototype and SMS deadlines are met and finished products meet price targets.
- Develop and present collection briefs to commercial teams and buyers, which contributed to the expansion of the retail store network to over 45 physical locations by 2021.

[Voir moins](#)



● BUSINESS DEVELOPER

The Frankie Shop | Jul 2017 - Nov 2018

- Analyze fashion market trends and develop monthly "customer insights" package for the company's executives, looking at potential buying opportunities and forward-looking trends
- Analyze monthly sales, and develop sales forecasts for future collections, fulfilment needs and reorders
- Attend tradeshows and other presentations; manage buying for both online and retail
- Build competitive analyses for the brand and determine potential partnership opportunities
- Assist in building the Company's strategic plan with the CEO, and develop quarterly recommendations on how to expand online activity and other sales channels
- Assist the Company's creative director in styling for photoshoots, press launches and other events
- Manage inventory and stock for both online and retail store in New York, as well as all public relations efforts to support the Company's 40% sales growth in the last twelve months

[Voir moins](#)



● MERCHANDISER JUNIOR MEN RTW

Saint Laurent | Sep 2016 - Jul 2017

- Creation of selling tools for the showroom
- Showroom coordination: Develop and present the collection briefs, prototypes follow-up
- Sales analysis, showroom end reporting (quantitative and qualitative analysis)
- Work with retail & wholesale buying teams
- Analysis: Assess sell-in and sell-out product performance, competition (product segmentation, pricing and collection structure)
- Participate in the development of seasonal collection plans
- Pricing



● Junior Business Developer

The Frankie Shop | Apr 2016 - Jul 2016

- Au sein de la Direction Artistique : pilotage et élaboration des looks des shootings.
- Marketing : Merchandising de la boutique et de la vitrine web
- Digital : développement des médias sociaux (Instagram, Pinterest, Tumblr), création de newsletters
- Achats : rendez-vous de collection en showrooms et salons : Rachel Comey, Ganni, Karen Walker ...

● SHOWROOM SALES ASSOCIATE

SHOWROOM ROBERT DODD | Sep 2014 - Feb 2016

- In charge of the Brands McQ Alexander McQueen and Versace
- Contributed to RTW and accessories line development within a selective distribution network
- Visited French network of clients and showcased collections to potential new customers, resulting in opening ten new points of sales for the French market
- Supported the brands' action plans implementation and performance evaluation, including budgets, sales, restocking and exchange
- Ensured merchandising and presented the collections to wholesale customers

[Voir moins](#)

Education & Training

- 2014 - 2016 ● **Ecole Conte**
MS Management du Luxe et de la Mode,
- 2011 - 2014 ● **I'IAE Lyon : école de Management rattachée à l'Université Jean Moulin Lyon 3**
Licence Economie-Gestion,