



Segolene Guer

Product & retail Merchandising consultant

Ardèche, France

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Languages

English (Fluent)

French (Native)

German (Basic)

About

With 15 years of experience in luxury product and retail merchandising, I support brands in defining their positioning, designing offers and assortments relevant to the specific needs of their customers and rethinking their distribution to improve their retail performances.

BRANDS WORKED WITH

Louis Vuitton

Yves saint Laurent

Hermès

Experience



● WRTW Retail Merchandising Manager EMEA

Louis Vuitton | Jul 2017 - Mar 2022

Buying of WRTW categories for EMEA zone (more than 90 stores + ecom) & building the OTB per store
Monitoring of WRTW performance per store (150M€ in 2021 x2 vs2017)
Engineered new processes to optimize stock management +15points of Sell through
Design & implementation of commercial push (challenges, product push...)
Training tools development and animation for sales staff
Clients event organisation (mini fashion show, trunk show...)
Management of a team of 3



● Retail Merchandiser Women RTW - Worldwide

Louis Vuitton | Sep 2012 - Jun 2017

Definition of WRTW worldwide buying strategy, core assortment by cluster and OTB per zone
Monitoring WRTW performances : follow up of product performances, definition of delivery priorities & stock optimization
Collection development: collection brief, editing & retail price definition



● Collection merchandiser WRTW

Yves saint Laurent | Dec 2008 - May 2012

Monitoring of WRTW activity : sales reporting and optimization of stocks
Collection development : editing, pricing, creation of collection books
Product presentation to the buyer and commercial team
Production fittings



● Leathergoods Business Development Direction assistant

Hermès | Jan 2008 - Dec 2008

Weekly Sales reporting
Luxury leathergoods market study
In-house showroom organization
Organizing & animating product trainings for sales staff

Education & Training

2007 - 2007

● Clarkson University

Programme MBA,

2004 - 2008

● Grenoble Ecole de Management

Master,

2002 - 2004

● Lycée Champollion

Prépa HEC,

