

Viviane Paraschiv

Growth & Innovation for luxury and fashion companies

📍 Great Britain, United Kingdom

[Portfolio link](#)

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Languages

Dutch (Work Proficiency)

English (Fluent)

French (Native)

Italian (Basic)

Romanian (Native)

Spanish (Basic)

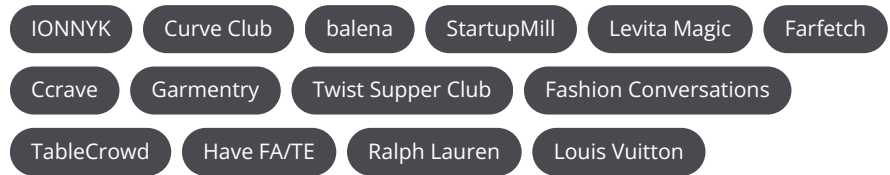
About

This has been an exciting (and sometimes complicated) 14+ years journey working within luxury companies at the forefront of new multichannel experiences, innovation and change.

Managed full project cycles including concept, strategies, execution, training and delivery for events, product strategies and client retention. Coordinated worldwide client experiences to maintain brand attachment and support business development. Developed and led teams on execution of change management strategies within retail. Working on identifying opportunities for the future of luxury retail.

My values are about authenticity, supporting other women and making meaningful connections. And if you'd just like to talk more about changing the narrative about Romania, drop me a line!

BRANDS WORKED WITH



Experience



● Strategic Advisor

IONNYK | Dec 2023 - Now

Discover IONNYK, the only connected art frame in the world, made up of millions of ink capsules (electronic paper), which recreates the perfect illusion of photographic paper. 100% cable-free, controlled from a mobile app, IONNYK offers exclusive access to a constantly evolving catalogue of black and white photographic art. You can access it via a subscription (aka the Spotify of art) or by buying limited edition artworks.



● Business Development

balena | Nov 2022 - Sep 2023

● Director of Business Development

Levita Magic | Oct 2022 - Now



● Co-Founder

StartupMill | Oct 2022 - Now

End of 2022, Viviane launched her consulting business to support innovation led startups in their business development, building a sustainable growth strategy and scalable operations.

Viviane's exceptional track record and profound understanding of the luxury and fashion sector make her a dynamic force capable of propelling businesses towards unprecedented success.



● Head of Business Development - Private Client

Farfetch | Oct 2021 - Oct 2022

- Working alongside all senior leadership to maximise profitable growth using various trade levers within the Farfetch Group. Responsible for day-to-day trade targets and strategic projects. Delivering +40% YoY growth and ¼ of the Farfetch platform revenue
- Establishing growth targets, tracking business milestones and KPI's in close collaboration with finance and trade teams. Changing reporting structure from 'teams to themes', focusing on 4 main targets : growth, acquisition, retention, excellence

- Leading teams to analyse the health of the Private Client business unit and develop recommendations to drive efficiencies & growth. Introduced entire team to Monday.com to drive efficiencies and reporting transparency, developed insights on the value of a stylist impacting recruitment strategy for Private Clients
- Identifying new business models and innovation projects to improve sales team or customer experience, driving our "Only on Farfetch" proposition eg.
- Scaling team from 1 to 4 direct report across London and Hong Kong



- **Non Exec Director**

Ccrave | Sep 2021 - May 2022

Ccrave is a circular lifestyle content and commerce platform with a mission to be a catalyst for the circular economy revolution in the fashion, home and lifestyle categories.

- **Advisor**

Garmentry | Jul 2020 - Jul 2022

Garmentry is the UK's first men's luxury clothing rental platform

- **Co-Founder**

Twist Supper Club | Apr 2020 - Jun 2021

The Twist Club is a fun, interactive, hybrid dining and virtual conversation experience bringing together people who seek purposeful discomfort.

- Built The Twist Supper Club community up to 250 active members through interactive and conversational experiences and scaled the business to profitable growth after 6 months
- Delivered 25+ hybrid events online and in person (B2B and B2C) and negotiated 10+ brand collaborations with food and beverage partners eg. Fair drinks, Solaro Gin, Little Pasta Company, Superfood Africa
- Set up all operations and internal processes to support business growth and strategic planning using Notion and Circle. Hired and trained various freelance partners to our standards: 1 x social media assistant, 3 x visual designers aka 'scribes' and 2 x hybrid hosts



- **Senior Retail Transformation Manager**

Farfetch | Oct 2019 - Nov 2021

Working with the Store of the Future team on the retail opportunity for luxury

Projects

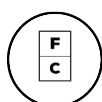
- Leading the Augmented Retail (now Luxury New Retail) long term strategy for Farfetch with C-suite and senior stakeholders within the business
- Project management of the new Browns Brook Street flagship opened in April 2021 in the middle of Mayfair
- Building and implementing a Change Management framework to our Farfetch Platform Solution partners (Browns East, Browns Brook Street, Chanel, etc)
- Internal transformation to support luxury industry & consumer knowledge by all Farfetchers



- **Dream Assembly - Mentor**

Farfetch | Mar 2019 - Sep 2020

- Mentoring at Farfetch's Dream Assembly accelerator program since the second cohort
- Helping select the startups who will be invited to join the program
- Creating multiple sessions during the program that will help the startups understand the retail of the future opportunity
- Discussing and challenging them during 1:1 sessions (but always with a smile!)



- **Co-Founder**

Fashion Conversations | Mar 2019 - Now

Fashion Conversations creates authentic relations among fashion professionals to elevate our knowledge and share resources and opportunities.

The community includes founders, leaders and talented industry professionals discussing ideas on new business models, solution-driven technology and the need for social and environmental action to help build a positive and sustainable future of the industry. In 2023, we're building a DAO and other very cool things. Get in touch if you want to know more!



● **TableCrowd Ambassador**

TableCrowd | Apr 2018 - Apr 2020

Curate networking dinners, connecting professionals, entrepreneurs and speakers from the fashion & luxury / tech scene to create a strong community around these topics.

Promote events on social media. Engage with previous and future participants on a regular basis to create a community of forward and like minded people. Continuously review events to refine TableCrowd experience.



● **Luxury New Retail Manager**

Farfetch | Apr 2018 - Sep 2019

Luxury New Retail is about revolutionising the way the luxury consumer shops combining physical and digital retail seamlessly, enabled by data and humans, augmented by technology and the brand DNA.

Working closely with Susanne Tide-Frater and the Farfetch teams to develop internally the retail mindset powered by Farfetch. Collaborating actively with C-suite and senior leadership within Browns Fashion, Innovation, Strategy, Dream Assembly, Farfetch Platform Solutions, Private Client and others to work together towards the retail opportunity of the future.

Projects :

- Project Manager of the new Browns Fashion flagship opening in 2020
- Integrated the Augmented Retail vision and retail knowledge into the induction program for new joiners at Farfetch and Browns
- Implemented new ways of working & training within Browns to enable the full Augmented Retail vision to come to life in their Browns East store
- Launched the new VIC strategy for Browns Fashion with a multichannel mindset in close collaboration with senior leaders and their teams

● **Founder**

Have FA/TE | Feb 2018 - May 2018

Have FA/TE focuses on Fashion, Retail & Technology experiences. Advising companies on how to perfectly combine those three elements together to form strong client marketing strategies.

Clients include : Arkitaip, ThinSlices, Argonauts, Algean Partners



● **Client Experience Manager - New Bond Street Flagship**

Ralph Lauren | Jan 2017 - Feb 2018

Client mindset

- Created a client focused on-boarding plan and sessions delivered to more than 20 sales advisors and managers & daily coaching sessions with a total of 50+ sales advisors to drive their client retention strategy
- Partnered with all department managers to ensure objectives are met through proactive strategies and consistency in the client experience
- Drove change management of the whole store team to a "client first" mindset

Digital transformation

- Established the use of iPads as a key tool for the client advisors
- Managed the launch of 5 apps to help sales associates with clienteling, product requests, access to product knowledge, endless aisle, made to measure ordering process

Floor & Team management

- Create & Managed shop floor of 7,000 square feet with up to 50 sales advisors
- Client experience and satisfaction - client complaints, client appointment preparation
- Created a team of 5 support sales associates assisting in creating a seamless client experience at all steps of the journey. Supporting the client advisors on operational aspect of the sale (sizing, compliance, payment, check-out, wrapping, delivery, etc)



● Client Marketing Manager France

Louis Vuitton | Sep 2014 - Dec 2016

Exceptional Clients Events

- LV Fashion Shows: 5 events per year in France & other locations, featuring my selected 70+ clients per event
- High End Jewelry and High Watchmaking events in target cities (Capri, Geneva, St Tropez), featuring 50 all-inclusive package clients
- Managed 40+ private visits to Maison Asnières and Louis Vuitton Foundation, hosting over 400 clients per year
- Creation of the overall Private Client Experience strategy for the "Volez Voguez Voyagez" Louis Vuitton exhibition. Managed 40+ visits & 3 cocktails evenings to the enjoyment of 1000+ clients in the space of 3 months

Client Engagement Communication

- Developed tailored engagement events & call to actions to support all 19 stores in client lead generation
- Tailored client focused digital marketing (5-6 per month) & lifestyle brochures (3 per year) to develop potential clients

Coaching & Training

- Introduced to all French stores a Salesforce-based internal Sales mobile app to help Client Advisors develop and retain customers
- Conducted onboarding & training, ranging from 50 to 100 per year, with regular coaching of up to 500 internal staff
- Developed & implemented monthly induction plans for customer advisors and managers to adopt a new internal customer sale approach focused on data analysis, relationship building and centralized sales touch points



● Project Manager at Louis Vuitton Services Europe

Louis Vuitton | Apr 2012 - Sep 2014

- Establish the Client Services as a partner of brick and mortar stores in client development services
- Launching innovation projects to improve and streamline the online and after sales customer experience for all 5 European Louis Vuitton websites (email service, online chat, tax refund, exchanges and complaints)
- Created Client Development strategy for all digital clients in 5 countries (France, Germany, Italy, Spain, UK) and started partnerships with stores and headquarters to offer experiences and reward those clients
- Team management of 5



● Sales Merchandising Assistant

Louis Vuitton | Sep 2010 - Mar 2012

- Commercial management of men and women ready-to-wear collections, showroom management, collection performance analysis, worldwide product allocation driving collections sales through and production efficiency
- Coordination of 4 worldwide business conferences showcasing global sales strategy and latest collections, shipping 1000 skus on 4 continents

Education & Training

2009 - 2010

● Institut Français de la Mode

Postgraduate degree in Fashion Management,

2004 - 2009 ● Icheb Brussels Management School
Master,