



Laura Sintes

Senior Buyer / Merchandising Manager

Paris, France

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Languages

English (Fluent)

French (Native)

About

With over 10 years in fashion retail, I specialise in defining offer strategies, leading buying teams, and developing key brand partnerships. Experienced across luxury, RTW, footwear, and accessories with a proven record of driving performance and strategic growth. Fluent in English and French.

BRANDS WORKED WITH

Galleries Lafayette

Smallable

Sarenza

Monoprix

Experience



● Senior Buyer - Merchandising Manager

Galleries Lafayette | Mar 2022 - Now

Scope: Women's shoes, luxury M/W, Sneakers M/W- portfolio of 200 brands
Defined the purchasing strategy and brand mix for Haussmann, 57 stores in region and GL.com to become the leading premium fashion department store in France : brand mix by store group, strategic orientations, identifying market opportunities
Developped partnerships with key brands (concession and wholesale) : Jonak, Mellow Yellow, Alohas, Autry, On, Veja, We the New, Golden Goose, Margiela, Céline, A.Muaddi, M.Blahnik, Alaia...
Build and oversaw the buying budget collaborating w/ finance: brands, OTB, margin, ASP
Directed the buying team: brands and #sku per store group, overseeing commercial conditions and legal timeline for annual contracts, trade marketing partnerships, promotionnal strategy
Led core projects: customer studies, stores refurbishments, luxury offer development in region
Supervised a team of 3 buyers : planning, organizing, leading, evaluating performance, staffing



● Senior Buyer – Merchandising Manager

Smallable | Jun 2019 - Mar 2022

Scope: RTW, Shoes, Leather Goods, Jewelry, Underwear, Swimwear – portfolio of 150 brands
Defined the purchasing strategy and brand mix to position Smallable as an online women fashion leader : strategic orientations, market opportunities
Recruited +70 brands and developped key partnerships : ForteForte, SeaNY, Ganni, Nanushka, Bellerose, Autry, Soeur, Ulla Johnson, Xirena, Matteau, Faithfull, Skall Studio, Girlfriend Collective...
Build and oversaw the buying budget : brands, OTB, #sku, margin, ASP
Directed the buying team: brands and product selection, overseeing commercial conditions, implementing the commercial and promotionnal strategy (newsletters, Green Week, pre sales, EOS)
Carried out analysis for the development and performance: turnover +20pts / Sell Out +10pts
Supervised a team of 1 junior buyer and 2 buying assistants



● Shoes Buyer

Sarenza | Jul 2015 - Jun 2019

Scope: Casual, Premium, Contemporary, Comfort shoes – portfolio of 60 brands: Birkenstock, UGG, Crocs, Dr Martens, See by, Clergerie, Free Lance, Michael Kors, Santoni, Gabor, Ara, Rieker...
Developped partnerships with volume driver brands: trade marketing, exclusivities

Build and oversaw the buying budget: brand OTB, #sku, margin, ASP
Negociation of commercial terms and launch of the entrusted stock system : +0,5pt margin /season
Recruited strategic brands: Contemporary (By Far, About Arianne, Mari Giudicelli.), Comfort (Mephisto, Ecco, Hoegl, Damart...) in line with the commercial strategy
Sales analysis, carried out a 360° study on the Comfort category +25% turnover 2015/17
Supervised 1 buying assistant



● Accessories Collection Merchandiser-Buyer

Monoprix | Sep 2009 - Jun 2015

Scope: Scarves, Hats, Beanies, Sunglasses, Jewelry, Beachwear, Gloves (545 skus/year)
Defined collection (15/year) : collection plan, market opportunities, brief to the design team
Defined the pricing strategy and oversaw product margin
Sourcing and supplier selection (Europe & Asia) : new sourcing and design for scarves and gloves, launch of a new line of jewelled collars, beach boutique (RTW, Swim, Accessories)
Negociated commercial terms and sent out purchase orders in respect of the buying budget
Sales analysis, carried out benchmarks, participated to trade shows
Collaborated on defining the new Monoprix Femme brand platform to replace Autre Ton : customer roundtables, new product labelling
Oversaw and organized the product validation committees (1x/month)
Supervised 2 buying assistants

Education & Training

2004 - 2009 ● **ESSCA**
Master 2,