

Victoria Leborgne

Sales or Country Manager

Lille, France

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Languages

Anglais

Espagnol

Chinois

About

Strong business vision thanks to my experiences in sales, business development, buying & marketing. I have a demonstrated expertise in the Luxury, Beauty and Fashion industries across EMEA and APAC.

Entrepreneurial mindset, with a strong international background and experience launching new markets from scratch while driving substantial growth.

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BRANDS WORKED WITH

1023 Avenue

Anaïk

AstreaCo

Brand Addition

CAMAIEU INTERNATIONAL

Decathlon

FRANCE HOTESSES

GROUPE ZANNIER ESPAÑA S.A.

Jules

Printemps

Solstiss

THEN AND NOW

Experience



Country Manager

Anaïk | Aug 2019 - Jan 2023

Launched the Anaïk office in Singapore: developed sales and set up the commercial strategy for the APAC region

Managed client relationships while ensuring P&L improvement: relationship is key!

Introduced seasonal presentations on new trends, sustainability options and cost analysis on selected products in order to win business against competitors

Lead RFP tenders for Sephora & L'Oréal (over 1M\$ each)

Worked closely with the board in France on strategic matters

Owned the entire buying process on top of sales - From product design, pricing negotiation with suppliers (in Europe, India & China), product development (timeline, testing, inspections) and logistics (importation regulations, to the final delivery

Achievements: 123% to turnover target in 2022, (2019: 110%, 2021: 120%)

[Voir moins](#)



Account Manager

Brand Addition | Jun 2018 - Jun 2019

Clients: L'Oréal, Clarins, GHD, Sensai, Interparfums, etc.

- Growing accounts and building strong relationship with clients (exceeding £9.5M revenue)

- Introducing seasonal presentations on new trends, sustainability options and cost analysis on selected products in order to win business against competitors

- Participating in monthly performance and sales review meetings

- Involved in sustainability project within the company



Project Manager

Brand Addition | Jun 2017 - Oct 2018

Key clients: L'Oréal, Clarins, GHD, Sensai, Interparfums

- Owning a portfolio of clients exceeding £9.5M revenue

- Project management from designing the products to the final production, the main objective is delivering products to the market on time, within budget and within the client global strategy
- Sourcing new suppliers (China, Turkey, UK at Fairs) and managing supplier performance, running tenders, contract terms and costs negotiations
- Handling printing processes, testings, audits, inspections and quality control processes depending on the country of delivery
- Organizing regular client meetings for business reviews, follow up and new projects

Voir moins



● Buyer / Account Manager

THEN AND NOW | Jan 2017 - May 2017

- Managed and trained a team of 4 interns
- Searched for new designer offerings, analysed sales, competitors and trends
- Online merchandising to promote new products & brands
- Responsible for negotiating contracts, shipping terms & maintaining good brand relationships



● Buyer - Product Manager Lingerie & Swim

Printemps | Jun 2016 - Dec 2016

- Buying the new collection SS17 (40 brands) for Lingerie and Swimsuits for the 19 shops Printemps in France. (visiting suppliers abroad and in France)
- Structuring the product offer, activity (Christmas, 8J OR, sales,...)and performance monitoring
- Managing the budget
- Creating the merchandising with the brand for each corner
- Identifying new brands to promote at Printemps Haussman
- Analysing sales, best products, slow sales,...(Main tool is Excel: pivot table, Vlookup, formula & calculation) & the competitors

Voir moins



● Product Manager

Solstiss | Jan 2015 - Jul 2015

- Clients: Alexander McQueen, Balmain, Caroline Herrera, CHANEL, Christian Dior, Elie Saab, Givenchy, , Louis Vuitton, etc.
- Created the new collection Spring/Summer 2015 (45 new lace designs)
 - Participated to the Fashion week A/W 2015 and created a book on new trends
 - Coordinated creation and approval of samples for the new collection
 - Negotiated the price of new samples price, up to 20% decrease.
 - Developed and customized specific products for Liviara, Mickael Kors and others clients
 - Oversaw production from confirmation of order to client delivery (from France to NY to the client)
 - Generated purchase order, provided materials to manufacturer overseas to fulfill production
 - Handled quality compliance and managed compliance issues

Voir moins



● **Buyer Assistant Manager**

Jules | Jun 2014 - Dec 2014

- Took care of the purchases for winter of the sweater department: 2 millions pieces/66 million euros per year
- Supervised the logistics (order tracking, delay, re-order) and weekly reports on sales & re-order
- Dealt with 10 Chinese suppliers with orders up to 30% of the production.
- Forecasted consumer buying patterns based on sales trends and economic conditions monitoring

● **Seller**

CAMAIEU INTERNATIONAL | Jan 2014 - Jan 2014



● **Cashier**

Decathlon | Aug 2013 - Dec 2013

● **Buyer intern**

AstreaCo | May 2013 - Aug 2013

- Managed production follow-up & logistics management
- Chose suppliers
- Negotiated with suppliers (pricing, delay...)
- Related with the head offices in China
- Selected all the new collection

● **Seller**

GRUPE ZANNIER ESPAÑA S.A. | May 2012 - Aug 2012

● **Hostess**

FRANCE HOTESSES | Jan 2011 - Dec 2013

- Welcoming clients, animation on stands and waitress.

● **Sales Manager**

1023 Avenue | Sep 2009 - Dec 2015

- Chose and purchased the new collection in Paris (sentier)
- Organised in one month the fashion show Winter 2015: 300 people, 40 models and 3K€ budget
- Participated to Trade show « Who's next » in Paris to meet future potential suppliers
- Organized in one month the Winter Fashion show: 300 people with 3K budget.
- Undertook the visual merchandising of the store

Education & Training

2014 - 2016

● **SKEMA Business School**

Master supply chain and logistic,

2010 - 2013

● **ESTICE**

Licence,

2000 - 2010

● **Lycée Privé de Marcq en Baroeul**

Baccalauréat,