



# Sebastien Perret

TEXTILE & FASHION ADVISOR

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

- [Website](#)
- [LinkedIn](#)
- [Instagram](#)
- [WeChat](#)

## Languages

French (Native)

English (Fluent)

## About

Being the hub of projects linked to transformation and strategy. It is the architecture of a creative, exchange and sharing approach in order to bring modernity and competitiveness to the Fashion industry."

I am passionate about fashion and its business. Through various professional experiences and training, I have acquired a 360 ° vision of this industry. My activity helps companies to pivot and transform teams on transversal projects.

I've created Velvet & Cigars to share this passion and my analyzes of society in order to provide Fashion companies with a specific reflection on their processes and their collection development.

Curious, self-taught, I like to seek and think about solutions to optimize and to pivot the projects of these companies. This project development is achievable through sharing, agility and transversality. It's my management style.

Last but not least, I am sensitive to changes in our society which today affect our way of acting in the textile industry. The creative process must correspond to a strategic environmental and societal reflection.

### BRANDS WORKED WITH

Ardi Rhône-Alpes Centre du Design Full-Time

Chevignon Full-Time

Irié Full-Time

Jules

## Experience

### ● Fashion and Textile consultant

| Nov 2012 - Now

Coordinate and drive the development of specific projects and sector analysis of international brands.

Work on menswear and accessories for brands such as : Devred, Damart, AMI, La Fonction, Les Récupérables, Gant, Zara...

Define collection strategy and trends direction, create and design menswear products (woven and knits, as well as accessories), source and manage product developments, coordinate sampling and production, participate on marketing and communication direction. Pilot seasonal budget.

### ● Trends Manager

Jules | Jul 2009 - Nov 2012

Responsible for the image and style offering with the aim of the rise in Fashion.

Create the style department and structure the various positions.

Set up the seasonal trends direction, accompany product manager on their developments, pilot the brand style identity through all supports and departments.

Transmit the style strategy to the various departments. Manage a team of 7 people.

### ● Accessories product manager

Jules | Dec 2006 - Jul 2009

Create and manage the range of bags, belts, shoes, jewelry, loungewear, winterwear, beachwear as well as specific products according to the capsules.

Define the collection strategy.

Analyse the needs from a qualitative and quantitative perspective.

Collaborate with designers and suppliers to develop products.  
Elaborate budgets and needs.

- **Denim & Accessories product manager**

Chevignon Full-Time | Jan 2004 - Dec 2006

Manage the denim department, leather goods, belt, loungewear, beachwear and shoe licenses offer.

Define the collection structure,  
Elaborate and present the direction brief,  
Manage the collection development - make sure to get sketches on time, validate the information, and transmit them to the required suppliers,  
Follow the sales performances,  
Prepare all the information documents for trainings, communication and retail.  
Research innovative products/shapes.

- **Trims buyer**

Irié Full-Time | Jan 2002 - Dec 2003

Purchase and negotiate all supplies associated with clothing in coordination with the Studio. Develop specific projects for the fashion shows. Organize and optimize stock management.

- **Design management consultant**

Ardi Rhône-Alpes Centre du Design Full-Time | Apr 1999 - Jul 2001

Association law of 1901 for the promotion of Design.  
Pilot transversal projects - European projects, events such as the design biennial, deployment of the website, animation of the network of Designers.

## Education & Training

2020 - 2021 ● **Institut Français de la Mode - IFM**

CSR Certificate, CSR

2019 - 2019 ● **Fashion Institute of Technology - FIT**

Executive MBA, Business Administration and Management, General

2019 - 2021 ● **Institut Française de la Mode**

Executive MBA, International Business

1998 - 1999 ● **Université de la Mode**

DESS Mode & Création, Fashion marketing

1995 - 1998 ● **Temple University**

BBA Marketing, Marketing