

# Alice Policand

Merchandising, Product Strategy and E-Concessions within the Luxury Fashion industry.

 London, UK

[View profile on Dweet](#)

## Languages

English (Fluent)

French (Native)

Japanese (Basic)

Spanish (Work Proficiency)

## About

8 years' experience in Merchandising, Product Strategy and E-Concessions within the Luxury Fashion industry. Product & clients driven with analytical skills and a commercial view. 360 business growth approach with a solid team player and problem solving mind set. International background with a strong adaptability to different working environments.

### BRANDS WORKED WITH

Berluti

CHANEL

Christian Dior Couture

Christian Louboutin

Farfetch

## Experience



### ● E-Concession Manager

Farfetch | Oct 2021 - Now

- Shape data and analytics reporting to support E-Concession partnerships' commercial growth.
- Lead the resolution of day-to-day queries (Production, Finance, Operations) to enable positive progress in the movement of Commercial terms.
- Create and pitch brand facing presentations to top level management.
- Negotiate and review agreements with partners.
- Drive partnerships to deliver targeted YOY GTV growth across all supply channels.
- Implement ways of working with the partners by developing their consciousness and sustainability.
- Establish new collaborations between paid marketing and the partners.
- Influence partners Supply by providing insights on the brand performance, discussing the showroom assortment and capsule/exclusive products.

### ● UK Retail Merchandising Manager

Christian Dior Couture | Mar 2019 - Sep 2021

- Define the product strategy on the major UK projects : Pop Up, Clienteling events.
- Build up the yearly budget by product category.
- Ensure the coordination between the EMEA Merchandising team and the UK boutiques.
- Offer a global vision of the Product assortment and Merchandise planning to the boutiques.
- Adapt the product assortment to UK market specificities to reach budget objectives
- Managing all the stores request (product push, assortment review, transfers & rebalancing).
- Communicate all the product related information to the boutiques.
- Weekly / Monthly sales analysis to optimize the sell-through.
- Participate to buying sessions : analyze season sales per boutique with quantitative and qualitative feedbacks and identify product opportunities.



### ● Japan Sales Merchandiser

Berluti | Jan 2017 - Mar 2019



### ● France & Benelux Retail Coordinator

Christian Louboutin | Sep 2016 - Dec 2016



### ● Pricing and Supply Chain Assistant

Berluti | Sep 2015 - Aug 2016



● Europe Sales Merchandising Assistant

CHANEL | Jan 2015 - Jul 2015