



Maxime Brainville

Assistant General Manager
chez Tory Burch

Paris, France

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Links

[LinkedIn](#)

Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

I had my first experience with luxury universe in 2012. Back then I used to work for Ralph Lauren at Roissy Charles De Gaulle Airport in Paris suburbs as a Sales Associate and it has been a real epiphany to me.

I joined the team of Michael Kors Paris Flagship Store on Rue Saint Honoré few months later because I decided to try my luck in the center of this magnificent city. I started as a Runner/Sales Support position and 8 months after that they gave me the opportunity to become a real sales associate. Few months after that I was one of the few sales associates allowed to sale the luxury part of the brand call the "Collection".

I've been there for two years and a new challenge came to me : Tory Burch was launching their first Flagship Store on Rue Saint Honoré. I never had the chance to do a store opening and to be a part of something really new for French Market so I agreed to the proposition they gave me and I started as a Sales Associate.

Two years later, I earned the position of Senior Sales Associate. By being committed to my work I learned how to master Clienteling and the Transformational Customer Experience. Since I became a real asset to my team by helping during the opening, the closing and the cashing my managers decided to trust me again.

I am enjoyed the first steps of my management journey as a Sales Lead by being the link between the management team and the sales associates. Helping my Assistant Store Manager in back office and operational tasks and managing a team of 8 people all day. I have learned that the key is to lead by example through selling and sharing our Buddy Values to our team and my passion for our Brand to our customers.

After spending 3 years on a Sales Lead position, I am now the Assistant General Manager of our flagship store in Saint Honoré supporting our City Manager on a daily basis and insuring that everything works perfectly on a commercial and operational level.

Thanks for reading,

Best regards,

Maxime.

BRANDS WORKED WITH

- Au Depart
- Lagardère Travel Retail
- Michael Kors
- Tory Burch

Experience



- Assistant General Manager**
Tory Burch | Mar 2023 - Now
Directeur Adjoint flagship store



- Sales Lead**
Tory Burch | Jul 2019 - Mar 2023



- Senior Sales Associate**
Tory Burch | Nov 2017 - Jun 2019



- **Conseiller de Vente**

Michael Kors | Jul 2013 - Jun 2015

Paris Flagship Store Saint-Honoré



- **Conseiller de Vente**

Lagardère Travel Retail | Mar 2012 - Aug 2012

Education & Training

2010 - 2012

- **Air france consulting Academy**

Certificat de Formation à la Sécurité,

2006 - 2009

- **Lycée Jean-Jacques Rousseau**

Baccalauréat Littéraire,