



# Benjamin Seror

Purchase and Production Manager - RTW & Couture - Men & Women

📍 Paris, France

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## Links

 [LinkedIn](#)

## Languages

French (Native)

English (Fluent)

Spanish (Fluent)

Portuguese (Basic)

Italian (Basic)

## About

My career was built for 12 years in RTW and Couture houses as production and purchasing Manager/Director for 3 main brands ANNE VALERIE HASH, JOSEPH & CARVEN.

As I always believed, it is important to achieve his dreams or at least to try, in 2019, I decided to switch for my second passion, GASTRONOMY !

I opened a bistronomic restaurant in Clichy (close suburb of north Paris) and it became Top 3 of the city within 2 years !

After 4 years, I decided to sell my restaurant and to go back to fashion as General Sales Manager Europe for a top mill of Ningbo.

All those experiences, made the person I am today with a clear vision of my ideal everyday job !

Don't hesitate to contact me, if you're looking for multi-skills candidate !

### BRANDS WORKED WITH

Anne Valérie Hash

CARVEN

FLAVOR

Gustavo Lins

JOSEPH

Ningbo Zhongxin Wool Textile Group Co., Ltd.

## Experience

### ● General Sales Manager Europe

Ningbo Zhongxin Wool Textile Group Co., Ltd. | Oct 2023 - Now

General Sales Manager Europe

- Merchandising of collections for the European market
- Organization of trade shows (PV, Spinexpo, Bagnoli Moda)
- Development of customer network

### ● Fondateur

FLAVOR | Dec 2019 - Dec 2023

Founder of a Bistronomic restaurant

- Creation of the concept
- Design of the place (kitchen, bar, room, front office, etc.)
- Recruitment and training of teams
- Menu development
- Implementation of marketing tools (GMB, TheFork, website, photos)
- Shootings
- Accounting management
- Sourcing
- Integration of cash register software (Lightspeed) and reservation software (The Fork Manager)

RESULTS: 4.7/5 on Google 9.5/10 on The Fork

TOP 3 best restaurants in Clichy



### ● Responsable Service Achat et Production

CARVEN | Aug 2017 - Mar 2018

Purchasing and Production Department Manager

- Reorganization of the purchasing and production team (Woven, Finished Product, Accessories)
- Recruitment and supervision of new team : 9 people
- Reintegration of all supplies internally (price, quality & deadlines control)
- Development and configuration of PLM CENTRIC business software with ORLIWEB
- Integration of new industrial partners to ensure the move upmarket
- Implementation of quality control on site (Intertek, Sgt)
- Production areas: Central Europe, Portugal, Asia, Italy and Spain

### ● Responsable de Production

JOSEPH | Dec 2011 - Jul 2017

Production Manager on Finished Product and Manufacturing M/W  
(10M€/year = 250,000 pieces)  
- Supervision of 2 teams: 5 people  
- Participation in the ERP MOVEX to NAVISION (Microsoft) migration project  
- Management of 20 suppliers (women's knitting and jersey, full men's line, leather goods)  
- Monitoring development of the collection upon delivery (Prototype, SMS, PPS, PSS)  
- Production areas: Italy, Portugal, Uruguay, Asia, Central Europe

September 2013

Takeover of the men's line following the hiring of Artistic Director Mark Thomas

### ● **Directeur de Production**

Anne Valérie Hash | Sep 2007 - Sep 2011

September 2007 : Production Assistant

January 2008 : Promotion as Head of Production department  
(annual turnover 2010: €5 million / 50,000 pieces)

- Purchasing / Logistics / Manufacturing / Quality Manager

- Supervision of a 3 people team – Reports to the designer – Great autonomy

- Management of 3 brands: Anne Valérie Hash, AVH Mademoiselle, AVHASH BY

- Launch of the Kids line (January 2008) and second line AVHASH BY (January 2010)

- Supervision of launches, scheduling, factory quality control

- Products: Woven, dresses, knit, jersey, denim, fur, leather goods, hat, glasses, jewellery

Main achievement : Margin rate of 1,7 in 2007 get to 2,7 in 2008  
(100% of the business was wholesale)

### ● **Responsable de Production**

Gustavo Lins | Jan 2007 - Sep 2007

Chef de produit / Responsable de production

## **Education & Training**

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2006 - 2007 ● **Institut Français de la Mode**

Master 2,

2001 - 2005 ● **IPAG Business School**

Master's degree,