



Christophe Cormanne

Director | Christian Dior Couture

Bruxelles, Belgique

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Links

[LinkedIn](#) [Instagram](#)

Languages

Dutch (Work Proficiency)

French (Fluent)

English (Fluent)

About

I'm a dedicated and results-driven retail leader with a highly rich background growth through the creation and execution of successful retail and sales strategies. I've gained experience working with leading brands in the competitive retail industries with the primary focus on exceeding expectations for partners and teams managed while ensuring optimum brand impact.

I work with passion giving the support as brand Ambassador with my expertises such as : strong leadership profile, highly organized and able to adapt quickly to changing priorities, excellent written and verbal communication skills, strong negotiation skills, ability to develop, plan and execute strategies, ability to work well with all levels of management, build partnerships and direct teams.

BRANDS WORKED WITH

- Chanel
- Christian Dior Couture
- Giorgio Armani
- lhecs
- Inditex
- Longchamp
- Pierre Marcolini - Chocolatier
- Starwood Hotels & Resorts Worldwide, Inc.

Experience



Director

Christian Dior Couture | Jan 2019 - Now

Mission: to significantly sustain and develop the sales performances & brand perception in Belgium through the design, deployment and follow-up of a scalable DIOR Retail model from back office to front line consistently with the Brand Statement, the need of operational efficiency, digitalization and clients engagement with a multichannel approach.

Lecturer

lhecs | Jan 2016 - Now

Section francophone: Publicité & Communication commerciale
Certificat: Communication & Marketing de luxe
Expertises: Retail & Operational Trade Marketing, Luxury Business Management: organizational behavior in Luxury Business and Service Industry

Retail Manager BeNeLux

Longchamp | Feb 2016 - Jan 2019

Management (B2C: 9 Stores / 10 Concessions / 1 Outlet & B2B), International, Recruitment, Coaching & trainings, Staff development, P&L responsible, Costs and Stockloss management, Clients experiences: CRM - Clienteling - Operational Trade Marketing, Business development (New POS: Luxembourg, Roermond, Utrecht, Rotterdam, De Bijenkorf E-Commerce), Set-up and achieve sales targets, Omnichannel E-Commerce. see less

Retail Manager

Pierre Marcolini - Chocolatier | Jun 2014 - Feb 2016

Maison Pierre Marcolini has taken the craft of chocolate making and raised it since 1995 to the art of Haute Chocolaterie in Belgium (headquarters), France, UK, Japan & China.
Responsability as retail manager for 14 directly operated stores & 4 openings : define financial goals, implement processes and procedures to improve retail performances ; responsible for recruitments & human ressources (80 FTE), sales & coaching, visual merchandising, retail & field operations to improve the kPI's of the POS. see less

- **Director**

Giorgio Armani | Jul 2008 - Jun 2014

Attain sales and profitability targets for store through effective use of short and long-range planning, expense management and inventory shortage control. Recruitment of a complete new team. Local marketing: brand position, charity and events creation. Assumes leadership and development role through effective total store communication, awareness of moral, staff development: trainings-evaluations, and implementation of selling priorities. Maintains standards of operation for total store including visual presentation, security/shortage control, human resources and retail operations. Ensures adherence to pricing policies on merchandising.

see less

- **Stores / Field Manager**

Inditex | Aug 2007 - Jul 2008

Works with central organization in Spain (Product Managers & Supply chain) to ensure store's buying and expense management is within budget. Directs the recruiting efforts of the store to ensure staffing is up to plan. Improves retention by emphasizing awareness of people development and career development.

- **Attaché de direction (Couture & Fine Jewelry)**

Chanel | Sep 2003 - Aug 2007

Develops strategy for execution of promotional events, seasonal events and day-to-day operation of store: office management, buying sessions and sales follow up.

- **Public Relations Assistant**

Starwood Hotels & Resorts Worldwide, Inc. | Sep 2001 - Sep 2003

Ensure consistent high standards of customer service through effective staff planning, monitoring of training programs and timely communication of advertising and special events. Responds to customer inquiries and resolves customer issues in timely and appropriate manner.

Education & Training

2012 - 2013

- **Solvay Brussels School**

Executive Programme in Retail & Consumer Goods Distribution, Marketing international

1999 - 2001

- **Bournemouth University**

The Media School, Historical documentary, The Media School, Historical documentary

1997 - 1999

- **Université de Namur**

Faculty of Philosophy and Letters, History

1994 - 1997

- **Collège du leman, Geneva, Switzerland**

Baccalauréat International , Maturité suisse