



# Alain Wiart

Business Development  
Souliers | Opéra de Paris | co-branding licences | accessoires

Paris, France

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## Links

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## Languages

English (Fluent)

French (Native)

German (Work Proficiency)

## About

- co-branding
- licensing
- business development
- fashion accessories (footwear, leathersgoods, legwear, luggage)

### BRANDS WORKED WITH

Arche Shoes

Cacharel

Charles Jourdan

Cvc Cie Vosgienne de la Chaussure

Doré-Doré

Longchamp

Opera National de Paris

Réseau Daubigny

Stephane Kelian

## Experience

### ● Interim Manager business development & licensing

| Oct 2006 - Now

Advised Merlet, a french "Maitre Chaussonnier" near Limoges, to obtain the exclusive licensing rights for the brand "Opéra national de Paris" in the Women Footwear category worldwide

Business Development mission in France for Renfro, a leading US legwear manufacturer : introduce Scholl legwear to french mass market retailers and Hot Sox to dept stores & selective distribution

Search mission for 2 licensees "Nightwear/Homewear" & "Swimwear/Beachwear" for a major french lingerie brand

### ● Mandataire indépendant/partenariats de marque/ Co-branding /Licences

Opera National de Paris | Dec 2016 - Dec 2019

Recherche de partenariats en cobranding ou licences

### ● Business Development

Cvc Cie Vosgienne de la Chaussure | Oct 2015 - Feb 2018

[http://pluzz.francetv.fr/videos/telematin\\_137265043.html](http://pluzz.francetv.fr/videos/telematin_137265043.html)  
après la pub allez à 1 heure et 22 minutes

### ● Licensing Consultant

Réseau Daubigny | Jun 2014 - Jun 2015

Réseau de 800+ cadres dirigeants fondé en 2004 et reconnu d'intérêt général

### ● Sales Director Footwear

Arche Shoes | Jul 2005 - Sep 2006

Commercial Director, wholesale France & Export – sales 22 M€  
Management Committee Member  
Management 50 sales staff or agents  
Reorganize french sales team : sales force cost reduced by 2% of sales, new incentive scheme and training program  
see less

### ● Consultant Luxury Footwear

Charles Jourdan | Jun 2004 - Oct 2004

Search Mission for shoe agents in Benelux

### ● Doré-Doré luxury legwear sales & marketing director, Timberland licence project manager

Doré-Doré | 2000 - 2003

International Commercial Director for the brand DD,  
European Coordinator for the Timberland hosiery License

Member of the Management Committee,  
manage 30 sales staff or agents

- Turn independent reps into in-house salesmen in major European markets
- Negotiate & launch Timberland hosiery licence agreement, quadrupled sales 1st year
- Open key accounts in Private Label: Bally, Armani, John Lewis

see less

### ● Director of Licensing Department RTW

Cacharel | 1998 - 2000

Manage licensing agreements generating 7 M€ + yearly royalties revenues

Renew 4 agreements (for 1 M€ of royalties)

Transfer 3 loss making collections of accessories to new licensees

### ● Director International Luxury Footwear Sales

Stephane Kelian | 1995 - 1997

Member of the Management Committee,  
manage 16 agents, 4 sales admin. staff

Develop sales network of 4 brands : Stéphane Kélian, Maud Frizon, Mosquitos, Kenzo (Ladies footwear licence)

- Rebuild sales team of 10 agents in Europe,

- Turn around the the German subsidiary (« retail » and « wholesale »)

- Open the Russian market with a flagship franchise and several key-accounts

- Coordinated a network of 13 stores (11 franchised, 2 directly operated)

Increase sales by 36% in 2 years to 9,5 M€

see less

### ● Sales Director Luxury Leathergoods EMEA

Longchamp | 1992 - 1995

- Developed and managed a network of 12 agents and 2 subsidiaries

- Opened new markets : Scandinavia, Greece, Spain, Travel retail, UK

- Increase sales by 150% in 3 years to 7,5 M€

## Education & Training

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1978 - 1981

### ● ESCP Europe

Relations et affaires internationales, Relations et affaires internationales

1975 - 1976

### ● Lycée Descartes Tours

Bac C, Terminale C

1965 - 1975

### ● Collège St Grégoire de Tours

Bac 1ère partie, 1ère C