



# Marc Schmitt

Merchandising Director

London, UK

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## Links

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## Languages

English (Fluent)

German (Native)

French (Basic)

## About

### BRANDS WORKED WITH

- Dunhill
- Harrods
- HUGO BOSS
- Pvh Corp.
- Value Retail

## Experience



### ● Product Merchandising Director

Value Retail | Oct 2023 - Now

- Role model and leader for the Product Merchandising teams across Europe, acting as a key member of the core team to deliver our strategic and commercial objectives
- Attend senior brand meetings with Retail Directors across a specific portfolio, bringing well researched product opportunities
- Anticipate customer trends and use to impact the product selection for the brands
- Meet with Retail directors on a regular basis to discuss all stock and range plan topics and action plans
- Liaise with Retail Directors to identify, confirm and plan actions to be taken for stores with stock challenges
- Review and analyse pricing structures and or changes per brand while ensuring sales plan is maintained for specific brands across the European villages
- Responsible for understanding brand replenishment plans or challenges for brands including defining replenishment parameters, forecasting sales trends, reporting on out-of-stock analysis for such brands
- Working with brands across Europe to assist them with implementing continuity buys for periods outside of normal trade such as extraordinary sale, Christmas and other peak trading times and key commercial moments
- Assessing and appraising pricing structure, mark downs and all such activities with retail brands and delivering reports as required to highlight challenges
- Conduct and participate in regular review meetings to maximise sales, improve sell through and influence stock levels in retail brands.
- Support new brand discussions with market intelligence and convincing evidence to support their
- Contribute to and present at regular meetings to include business review, trade review
- Anticipating future growth opportunities via Trend analysis



### ● Menswear Buying Manager

Harrods | Dec 2020 - Now

Contemporary, Outdoor, Sports, Essentials, Shoes, Accessories (store, online & airport)  
Overseeing two Buying teams, Team of 10, reporting into Head of Buying

Responsibilities:

- Plan and select brands and product according to customer demand, trends, budget and strategy
- Drive gross Sales and net contribution
- Maximize brand investment through negotiation
- Work with the Head of Buying on setting budgets
- Work with the Buyers to develop commercial acumen, market knowledge, range planning skills



### ● Menswear Buying Manager

Harrods | Sep 2017 - Now

Men's Contemporary (Store, online & airport) 60+ brand, team of 4

Responsibilities:

- Create cross-channel annual brand and product strategic plan in col-

laboration with  
Merchandising and Online Trading

- Work closely with Merchandising to plan sales, stocks, margins and space densities for department at brand level
- Negotiate terms with brands including cost price, marketing spend, online terms, RTVs , delivery and exclusivity
- Oversee conversion of brands from OB to concession ad relevant financial analysis
- Work with Marketing, Social Media, PR, CRM on customer communication
- Execute special events and retail theatre, negotiate and plan shop fits, plan pop-ups for OB brands

## ● **Global Wholesale Merchandise Manager, Wholesale Manager EMEA**

Dunhill | Sep 2015 - Sep 2017

Wholesale:

- Responsible for merchandising and planning across all Dunhill categories
- Creating assortments for each region worldwide to specify all different end consumers
- Working closely with the design team to make sure to cover all needs of the different regions
- Manage OTB based on sales actuals, forecasts and stock holding targets
- Work closely with production to monitor inbound product flow to ensure key lifestyle launch dates are met
- Organising the Buying campaign
- Managing all accounts across the EMEA region
- Developing new strategy for future growth business
- Organising store training to ensure highest quality of product knowledge
- Ensuring the Sales targets are met

Online:

- Responsible for buying, merchandising and operations across all categories for dunhill.com
  - Involved in Visual Merchandising online and building content
  - Analysing performance on a daily basis to ensure consistent growth
  - Work closely with marketing team to build and support e-marketing calendar
- see less

## ● **Sales & Merchandise Manager MEA+**

Pvh Corp. | Oct 2014 - Apr 2015

- Responsible for buying, merchandising and planning across all divisions for Calvin Klein Retail stores and Wholesale partner stores
  - Ensure consistent, profitable growth in sales revenues through positive merchandise planning
  - Continually identify business objectives, strategies and develop action plans to improve short and long term sales and earnings
  - Regularly analyse market needs, opportunities and potential areas of growth across the different distribution channels
  - Analyse store performance on a daily and weekly basis
  - Educate local sales team in Retail and Wholesale stores, by establishing clearly developed and targeted programs and seminars
  - Close collaboration with design team to develop the collection for specific countries, ensuring all partners needs are met
  - Initiate and develop strategies with Marketing, Visual Merchandising and Customer Service teams to develop partner needs
- see less

## ● **Sales and Merchandise Manager R.E.M Tommy Hilfiger**

Pvh Corp. | Apr 2013 - Oct 2014

- Responsible for buying, merchandising and planning for the Hilfiger Denim division for Retail stores and Wholesale partner stores
- Create and manage assortment planning for all stores
- Develop pricing strategies for different markets

- Close collaboration with design team to develop the collection for specific countries, ensuring all partners needs are met
  - Detailed budget planning
  - Regular analysis of profitability of Retail and Wholesale stores, development of strategies to develop further
- see less



### ● Sales Manager International Markets

HUGO BOSS | Sep 2011 - Dec 2012

- Responsible for order intake, including placing pre orders and stock orders
  - Responsible for buying, merchandising and planning across all divisions for Hugo Boss Retail stores and Wholesale partner stores
  - Daily/ weekly sales analysis, focusing on KPI's, sell through figures and internal analysis
  - Developing partner needs by creating strategies for store renovation, adding new lines, guidance for opening new POS (including stores and shop-in-shops)
  - Ownership of key Customer Service areas, including creating shipment plans, monitoring delivery processes, maintaining and developing new payment plans
  - Responsible for training of Retail and Wholesale staff across all countries
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## Education & Training

2005 - 2008

### ● BZE Springe

Trading Manager, Consumer Merchandising/Retailing Management