



Yann Sanchez

Retail Merchandising Director

📍 New York, NY, USA

[View profile on Dweet](#)

Links

[in LinkedIn](#)

Languages

French (Native)

English (Fluent)

About

I have over 10 years international experience in merchandising, business development and retail within the luxury sector.

Strategic thinker, as well as results driven, I am product oriented, commercially mindset and analytically skilled. I built operations from the ground up, did business development and provided leadership in various projects.

Positive, creative and flexible, I grew in multicultural environments. Passionate about people, my interpersonal skills allow me to build credibility and trust with different partners, as well as the teams I am working with.

BRANDS WORKED WITH

Christian Louboutin

PRADA FZCO

PRADA GROUP

Experience

● Retail Merchandising Director

PRADA GROUP | Feb 2020 - Now

All categories 12 POS 2 countries (CAD, USA)

- Commercial : Manage OTBs + cross category strategy - Accountable for identifying relevant trends & product opportunities - Rework on pricing & spread vs Euro - Pilot alignment retail & online inventory with Ecom + product launch.
- Inventory management : Establish a regional consolidation calendar - Sell thru maximization with transfers and reorders (achieved 70%+) - Pilot markdown strategy EOS/outlet products.
- Product Knowledge : Design extensive training materials (onboarding new joiners, Brand DNA, Seasonal collections, Selling tips) & Launched Miu Miu Summits (all retail teams in NYC) - Creation of buybooks - Partnership with L&D dept.
- Marketing : Accompany PR for marketing support & strategy, shootings, celebrity fitting/dressing + budget allocation with communication dept.
- Leadership : Management & coaching of merchandisers.

Achievements :

- Best turnover in 8 years - Exceed ST targets - Increased global ranking of USA from top 10 to top 4.
- NA 2022 YTD : +58% value vs 2021.
- NA 2021 : +76% value vs 2020 LFL & +13% vs 2019.

● Retail Merchandiser Manager Miu Miu MEA

PRADA FZCO | Jun 2014 - Feb 2020

RTW/FTW 11 POS 4 countries (Kuwait, Qatar, Saudi Arabia, UAE)

- Commercial : Define OTBs, targets and objectives for each category - Manage and validate the assortment - Pilot the core offer - Development of capsules exclusive packages with studio & production - Pricing/Markdown strategy.
- Stock management : Sell thru and stock coverage optimization with stock rotation, best sellers reorders, markdown strategy and return proposals.
- Reporting : Led market intelligence (trends, competition, customers) to ensure correct pricing strategy and adjust the collection to the region - Implement monthly business reports & conduct conferences with stores to follow up activity/set up action plans.
- CRM & VM : Spearhead regional CRM campaigns and editing Adapt the VM guidelines according to the market's specificities and local offer.

Achievements :

- Responsible for 10% global turnover.
- 4 stores in the Top 10 global all categories & highest average price worldwide.



- CRM region nb 1 Worldwide in ROI.
- Worked on local product + capsule developments which became global.

● Senior Retail Analyst/Buyer MEA

Christian Louboutin | Aug 2011 - Jun 2014

13 POS 6 countries (Kuwait, Lebanon, Qatar, Saudi Arabia, UAE)

- Buying : OTB Sales forecasts - Analysis pre/post buying - Built a merchandising strategy & tailored assortment to increase market shares - Partner with PR to align product offer communication - Establish retail analysis (ST, best/worst sellers, stores performances...) - Create Deliver collection sales techniques training.
- Stock management : Deliveries follow up - ST maximization with transfers & reorders - Stock cleaning strategy (sales list, family sale, destruction) - Inventories follow up.
- Projects : Oversee implementation of the new ERP - In charge of the family sale organization - Incentives - Responsible for customer service.
- Leadership : Management & mentorship of junior buyers.

Achievements

- Constant turnover growth of 20%-25%.
- Reaching ST of 70% before markdown.
- Store nb 1 WW (two years in a row).
- Area nb 1 Worldwide for leathergoods / Successful launch of the men collection in the ME.

Education & Training

2007 - 2008

● UNIVERSITY PARIS-EST MLV

Master 2 Luxury & Design Management , Luxury management

2006 - 2007

● UNIVERSITY PARIS-EST MLV

Master 1 Management and Economics Engineering, Business