



# Frederic Robert

Founder chez ME.LAND

Paris, France

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## Links

[Website](#) [LinkedIn](#)

## Languages

English (Fluent)

Italian (Fluent)

French (Native)

## About

Experienced Fashion Director of Collection, Development, Marketing and Merchandising with a demonstrated history of working in the luxury goods especially men's Leather goods, Bags and Shoes. Strong marketing professional skilled in Fashion, Trend Analysis, Fashion Design, Development, Production, Merchandising, Retail and Training.

Founder of ME.LAND a young men's shoe label, inspired by good men with a rebel heart, designed in Montmartre and made in Portugal.

Open to new challenges and opportunities

### BRANDS WORKED WITH



## Experience

### ● Founder and Designer

Me.Land | Oct 2017 - Now

Unisex footwear label created in November 2017

Defend values such as sharing, sustainability and ethics around the brand

- Launch and manage the project from A to Z starting from design, through production up to Btb/Btc sales
- Create a different and attractive communication collaborating with artists

Collection available in 10 stores including le Bon Marché, Luisa Via Roma and Thunderstone

Incubation by the French Shoe Federation since 2019

### ● Accessory merchandising

Brioni | Jan 2019 - May 2020

Implement a growth strategy for accessories

- Project and develop short but commercial impactful collections
- Adjust the retail buying with new merchandising projections
- Develop the accessories sales in store organising trainings and animations

From January 2019 to June 2020 : accessories sales have doubled in 18 months

### ● Men leathersgoods merchandising director

Dior | Dec 2012 - Sep 2017

Member of the direction comity for Dior Homme, Management of a team of 6 people / Wholesale sales 60M€

Reposition and plan the leather accessories on a luxury, creative and qualitative segment

- Orientate the collections, the worldwide retail buying and stocks with new merchandising matrix
- Adapt the sourcing and the production with the Italian teams in order to achieve the requested quality
- Boost the traffic and the sales with training and events in stores
- Improve the attractiveness of the brand launching co-branding projects : skateboard, bike, sound system...

Increase of the sales by +30% each year



### ● Bags and travel goods collection manager

Hermès | Oct 2008 - Dec 2012

Management of a team of 3 people and project management of teams from 5 to 10 people / Wholesale sales 30 M€

- 1 - Define the 5 years plan strategy and its implementation on men



leathergoods

- Reduce and redevelop the product offer adapting it to nowadays uses
- Emerge the men leathergoods as growth driver for the brand
- Set up for the very first time a style coordination with the men style director

Men leathergoods became a priority for the production and the retail, wholesalae sales doubled

2 - Imagine and organise the launch of new projects of trolleys in 12 months

- Work outside the classic brand organisation with a project team
- Source manufacturers outside the brand culture (industrialists, foreigners)
- Define specific quality rules for trolleys in accordance with the brand philosophy
- Organise a technical and qualitative production outside the known suppliers

Successful launches of 2 wheel lines : Orion and Caleche Express



### ● Mens accessory collection manager

LANVIN | Jun 2003 - Sep 2008

Management of a team of 4 people / Wholesale sales 15M€

- 1 - Reposition the accessories following the new development of the brand
  - Market the offer and design the new models (leathergoods, men shoes, custom jewellery...)
  - Research, analyse and launch new sourcing in France, Italy, Spain and Portugal
  - Manage and follow a qualitative production to respect time schedule without impact on minimas
- Great increase of the sales x15

2 - Develop the ladies accessories business ( soles, lasts, sourcing, materials, prices)

Launch of the first ladies sneaker's collection (25% of the ladies shoe sales)



### ● Men Licence Manager

KENZO | Jan 2002 - Jun 2003

Renew with a growth positioning for men licences of the 5 European licences and the 8 Japanese ones



### ● Area Manager for Asia, Japan, Middle East

KENZO | Feb 2000 - Jan 2002

Develop, maintain, secure zone's markets after the Designer's departure

Opening of 11 stores. Buying, visits and animation of 80 stores, 2 agents and 2 importers

### ● Back office Manager

ECCE / NRH | Jun 1997 - Jan 2000

Back Office manager for Kenzo UK clients



### ● Leather Goods Merchandising Manager

Lacoste | Dec 2021 - Oct 2022

Managing and adjusting the collection and retail Merchandising for Lacoste Leathergoods

### ● Project manager Strategy

Leder Locker | Aug 2022 - Dec 2022

Plan the relaunch strategy of the brand own collection from scratch : Plan, Budget, Sourcing, Communication, Launch

## Education & Training

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- 1996 - 1997 ● **Université Paris-Est Marne-la-Vallée**  
DESS, Luxury goods
- 1993 - 1996 ● **Institut Supérieur du Commerce**  
Master, Marketing / Commerce