



Paulina Bier-nacik

Collection Merchandiser -
Leather Goods & Accessories /
Senior Product Manager

Paris, France

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Languages

French (Fluent)

English (Fluent)

Italian (Basic)

About

10+ years experience in Collection Merchandising (leather goods and jewelry),
International Senior Product Manager

Product and result oriented with soft skills, passionate by craftsmanship, fashion
and art.

BRANDS WORKED WITH

Lacoste

BALENCIAGA

Dragon Rouge

Givenchy

le Palais Des Thes

LIEN

LOEWE

Louis Vuitton

Experience



Men's LG & ACC Senior Collection Merchandiser

Givenchy | Nov 2019 - Dec 2021

- Senior Collection Merchandiser (Men's Leather Goods and RTW accessories)
- Elaboration of collection plans combining both business targets and artistic direction vision
- Build a relevant product offer in terms of collection sizing, functionalities, price point vs competition, assortments and clients' needs
- Present and explain collection and its strategy to the top management, commercial and training teams
- Collection's development monitoring with design and development teams based in Italy
- Sales, competitors and trends analysis



Women Handbags Senior Product Manager

Louis Vuitton | Mar 2018 - Oct 2019

- Senior Product Manager (Women's handbags)
- Elaboration of collection plans regarding business targets
- Conception of collection briefs for designers based on performances and trends
- Collection's development follow up with design and development teams
- Pricing of collection, margin monitoring and optimizations
- Product management : product descriptions, storytelling, collection presentation to buyers and zone presidents, communication and time to market follow up, qualitative feedback analysis and quantitative performance monitoring, product improvements
- Elaboration of strategic presentations dedicated to top management



Leather Goods Merchandiser (Women's & Men's collections)

BALENCIAGA | Nov 2012 - Feb 2018

- Leather goods collection development
- Elaboration of collection plans regarding strategic and business targets and offer optimization
- Conception of collection briefs for designers
- Collection development follow-up with studio and development teams based in Italy
- Pricing of collection
- Industrial cost's monitoring and margin studies
- Collection's normalization
- Collection's brief for buyers
- Key category performance monitoring
- Elaboration of strategic reporting in sell in / sell out (per product, area)
- Leather goods category business performance follow-up
- Competitors monitoring
- Preparation of retail buying selection guidelines

- **Junior Product Manager**

le Palais Des Thes | Jan 2011 -

- New product development and launch: Concept testing, international sourcing, business units coordination (logistics, sales, merchandising), post-launch management (performance analysis, product improvements, re-supplying)
- Supplier relationship management: Request for proposals, evaluation and selection of the potential suppliers based in Europe and Asia, price negotiation including general terms and conditions (delivery, payment)
- Product portfolio management: Product portfolio optimization, range segmentation analysis
- Benchmarking and trend report: Redaction of a monthly newsletter designed to update the management on the trends (packaging, concept stores, co-branding) in the premium market and the new products (teas and accessories) launched by the main competitors



- **Assistant Project Manager**

Dragon Rouge | Jun 2010 -

- Project Manager Assistant - Branding & packaging department
- Management of packaging development: Project budgeting and cost controlling, project coordination (relationship management between clients, designers and printers), presentation of design concepts to clients
 - Benchmarking and consulting: Semiotic audit, brand positioning and visual identity analysis, brand architecture and visual identity benchmarking
- Brands covered: LU, Martell, Acqua Panna, San Pellegrino, René Furterer, Ferrero

- **Founder**

LIEN | Jan 2022 - May 2023

Founder of dog accessories brand LIEN PARIS lien-paris.com



- **Senior Collection Merchandiser**

LOEWE | Jun 2023 - Dec 2023

Senior collection merchandiser : LG & Jewelry (fixed term / maternity leave replacement)

Education & Training

2009 - 2012

- **ESCP Business School**

Master programme grande école,