



# Hili Banit

Luxury Fashion Business &- Sales Consultant

New York, NY, USA

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## Links

[LinkedIn](#)

## Languages

Spanish (Basic)

English (Fluent)

Hebrew (Native)

## About

Experienced Consultant with over 10 years of expertise in luxury Wholesale and Retail Sales, Merchandising, Marketing, E-Commerce and Operations. Skilled in business and product development, trend analysis, project management, strategic planning, digital strategies and omni-channel integration. Extensive network and in-depth understanding of global & regional markets in the Americas, Europe and Middle East. Particular passion for developing brands, executing brands' vision and inspiring innovation.

### BRANDS WORKED WITH

Acne Studios

Akris

IL MAKIAGE

Issey Miyake

LANVIN

MONSE

Shwetambari

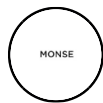
## Experience



### ● Head of Sales (Consultant)

Shwetambari | Feb 2022 - Now

- Collaborate with the Founder-Creative Director on:
  - o Creating the brand's DNA, core designs and core silhouettes.
  - o Developing the brand's RTW and Accessories categories
  - o Establishing required SKU count per category and collection.
  - o Building size range and scale for both North America and international markets.
  - o Ensuring a sustainable pricing and markup structure.
  - o Identifying the brand's positioning in the market and strategizing how to reach its target customer.
- Develop and refine the brand's language, positioning and online presence to maximize exposure and engagement.
- Create and execute a long-term strategy to support the brand's growth and expand its wholesale business.
- Leverage and utilize personal industry connections and knowledge to secure relevant wholesale partnerships and key accounts.
- Conduct seasonal market trend analysis and global retail mapping to provide the Creative Director with critical and actionable insights.
- Responsible for all wholesale accounts' onboarding including terms negotiation and vendor agreements.
- Partner with the Ops Manager to streamline all ops related procedures such as B2B and B2C shipping, warehouse logistics, orders fulfillments and warehouse system integration.



### ● Sales Manager (Consultant)

MONSE | Apr 2022 - Now

- Develop new partnerships and new key accounts globally - focusing on APAC and EMEA regions.
- Expand North America wholesale business by providing full wholesale support, partnering on initiatives, events and activations and working on optimal merchandising plans to cater to each account needs.
- Translate personal expertise, understanding of the fashion industry, trends and brand's DNA to create an ideal merchandising layout for every wholesale account.
- Create all wholesale decks and seasonal assets.
- Responsible of all Paris showroom logistics and hires.



### ● Business and Product Development Manager

IL MAKIAGE | Aug 2021 - Now

- Research new trends, product and categories in the Luxury Beauty field and translate them into relevant growth and development strategy.
- Establish new categories and products in the IL MAKIAGE complexion department based on trend forecasting, performance and selling reports and identification of unfulfilled needs in the Beauty and Skincare global market.
- Create annual launches and marketing plans in partnership with SVP of Marketing Performance.

- Strategize and execute special projects and custom partnerships in order to increase IL MAKIAGE's brand awareness, exposure and client base.
- Cultivate relationships with top raw materials and formulas' suppliers in the industry.
- Lead all suppliers' and R&D team communication during all new product development stages.



### ● Senior Account Executive

Issey Miyake | Feb 2018 - Jan 2021

- Oversaw all Women brands under the ISSEY MIYAKE umbrella in the Americas.
- Managed all department stores accounts in North America (Saks Fifth Avenue, Bergdorf Goodman, Nordstrom, Holt Renfrew) and selected specialty accounts.
- Developed new territories and new key accounts in the U.S, Canada and South America.
- Proactively drove full price business - owning by door level communication with department stores, conducting seasonal store visits, initiating sales incentives and providing product knowledge training.
- Led men's and women's market appointments, working closely with retail buyers to build optimal assortment.
- Built merchandising and strategy plans for key accounts in order to maximize differentiation and identify exclusive opportunities.
- Partnered with VP of Marketing on marketing and promotion plans, events, and seasonal campaigns for key accounts, while ensuring all promotions and activations are aligned with sales strategies.
- Prior to market - established all brands' pricing while maintaining GM and identifying best sellers.
- Forecasted seasonal plans, budgets and mark downs.
- Implemented an internal selling report system offering a by door, by style and by category analysis.



### ● Account Executive

Akris | Mar 2016 - Feb 2018

- Managed the East Coast and Canada territories including all major accounts - Bergdorf Goodman, Saks Fifth Avenue, Neiman Marcus, Nordstrom and Holt Renfrew.
- Oversaw SFA.com's account including building assortment, merchandising the collection for E.com shoots, monitoring sales and initiating digital marketing activations.
- Conducted seasonal store visits, product knowledge training, selling seminars and trunk shows; in order to increase brand awareness and sales.
- Generated selling reports, market trends analysis and competitive products reviews.
- Lead market appointments four times a year to ensure optimal buy for each retail partner, sufficient SKU count and initial volume
- Created seasonal merchandising plans and sales strategies and monitored budgets through the season.



### ● Sales Coordinator

LANVIN | Jan 2015 - Jan 2016

- Assisted the wholesale team with creation of POs, RTVs and weekly selling reports.
- Monitored sample shipment for marketing projects.
- Assisted the retail team with merchandising and allocation of seasonal buys.
- Coordinated all market related activities: building budget, booking showroom, scheduling photo shoots.
- Was responsible of recruiting all freelancers and interns prior to market.



### ● Wholesale Assistant

Acne Studios | Jan 2014 - Jan 2015

Supported wholesale team in day-to-day tasks such as but not limited to:

- Creating and following up on POs, swaps and RTVs.
- Updating weekly selling reports for all major retail partners.
- Visiting local department stores and specialty accounts (focusing on

Barneys and Bergdorf Goodman) to ensure visual merchandise standards are being met, to share product knowledge training and to generate sales.

- Preparing product knowledge materials such as: seasonal buy layouts, look-books and PK booklets.
- Assisting in market appointments, planning and logistics

## Education & Training

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- 2015 ● **Fashion Institute of Technology, State University of New York**  
Associate in Applied Science Degree,
- 2011 ● **College of Management**  
Bachelor of Business Administration,