



# Sophie Maire

Head of buying, merchandiser : expert in buying strategy

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Italian (Work Proficiency)

## About

15 years of buying expertise online and offline in the fashion industry dedicated to multibrands and brands- from luxury to accessible across women, men and children on a wide range of categories, and based of variable business models approach

### BRANDS WORKED WITH

Personal Company

Printemps

## Experience

### ● PERSONAL COMPANY DEDICATED TO BUYING STRATEGY

Personal Company | Nov 2012 - Now

Clients include brick and mortar stores, e-shops, brands and hotels: 24S, Moda Operandi, Paris Society groupe, Siwilai Bangkok, Verso Antwerp, Day & Night Saint Petersburg, Pellafinet, Isabel Marrant..

Research exclusive products or designer talents across the fashion world, by following closely trends and monitoring competitive analysis (product mix, pricing, sales analysis positioning) to match clients DNA  
Manage and grow a portfolio of 350 brands from accessible to luxury  
Deal with "open to buy" sales plan or drop ship business models, negotiate terms and conditions with partners to optimize the profitability  
Monitor sales feedback and ensure corrective action in term of stocks, replenishments, promotions and carry overs product position.

Work on collection plan, fittings to optimize design vision and commercial goals

Deal trade marketing participation with partners, initiate collaboration, capsules & exclusive products, participate to newsletters animations  
Work on visual merchandising to upgrade the UX or the in-store presentation, supervise shooting of product pages silhouettes

Work closely with buying and marketing & merchandising team to optimize the sales

Manage a team of 4 to 6 people, depending client's organization, in creating open culture approach



### ● PRODUCT MANAGER SHOES AND BAGS

Printemps | Nov 2005 - Jun 2010

Built the strategy and managed the brand portfolio for the 17 stores of Printemps

Involved in buying strategy with 100 wholesalers (70 millions turnover by market) to ensure maximisation of sales and inventory

Initiated and supervised negotiation with brands partners: location sales staff exclusivity ...

Worked closely with CRM and on weekly sales reports

Anticipated market trends and forecasting with conducted competitor analysis

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## Education & Training

2004

### ● Institut Français de la Mode

MASTER EN MANAGEMENT DE LA MODE, MANAGEMENT DE LA MODE ET CREATION

2000 - 2003

### ● Université Paris Dauphine

Maitrise Economie appliquée, Econométrie