



# Charbel Bijani

Retail / Country Manager

Paris, France

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## Languages

Arabic (Native)

English (Fluent)

French (Native)

## About

Development Director / Country Manager in the Retail of French and European Ready-to-wear brands in the EMEA region. Developed a network of 40+ stores for 16 brands in 2 countries and achieved a turnover of +\$110M. Proven experience in B2B and B2C, business development, operations management and supply chain.

### BRANDS WORKED WITH

Emporio Bijani Sarl.

Fashion District Ll.c.

## Experience

### ● Country Manager

Fashion District Ll.c. | Jan 2015 - Jan 2022

International development of EMPORIO BIJANI. Exclusive agent in Dubai of the French brand Tara Jarmon.

#### Country Manager

I co-founded Fashion District LLC and ensured the opening of 4 shops in the main shopping centers in Dubai: The Dubai Mall - Mall of the Emirates - Galeries Lafayette - Dubai Marina Mall. Dealt with the products and services suppliers, the e-commerce development and the team management.

### ● Business Developer

Emporio Bijani Sarl. | Jan 2000 - Jan 2021

Exclusive agent in Lebanon of 16 European ready-to-wear brands including Tara Jarmon, Le Fée Maraboutée, French Connection.

#### Business Developer

I co-founded Emporio Bijani SARL and grew it into a multi-million-dollar company. I doubled B2B wholesale revenue in 2 years and achieved 20% annual margin growth for 5 consecutive years. I transformed the company into an exclusive agent for several European brands in the Middle East and developed a multi-channel network including retailers, B2B wholesalers, branches, affiliate stores, boutiques and B2C concept stores.

#### Opérations and Logistics Manager.

I managed the company's daily operations. Led a team of 150 people. Managed the flow of goods and information. Managed and minimized the stock. Reduced transport costs by 30%, and reduced delivery delays door-to-door to 3 days.