

Viviane Tan

Fashion Product Manager

Paris, France

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Languages

French (Fluent)

English (Native)

Chinese (Native)

About

Creativity and result-driven professional with hands on experience in Fashion Merchandising, Wholesale, Buying and Product Management

BRANDS WORKED WITH

agnès b.

Experience



● Product Manager for Men's and Unisex Apparel

agnès b. | Nov 2020 - Now

- Define the structure collection for Homme and Unisex for 9 subsidiaries (250-300 sku/ season) and construct product offer plans of couture, jersey, knitwear and leather

- Develop the APAC regional strategy to boost revenues and gain visibility in department stores with the exclusive capsules (the order is 600P which represents 42% of increase in the T-shirt categories as a tool to recruit new customers under 30 years old)

- Manage the showroom and provide the buying/ training tools which include shootings, product descriptions, fabric briefs, and visual merchandising guidelines

- Customize the different merchandising assortments according to each region's capabilities and objectives in order to present a consistent story-telling in flagship stores as well as in small boutiques

- Optimize price and margin positioning on a global level by negotiating quantities with the production department as well as by modifying garments, fabrics and furnitures with the atelier

- Synthesize quantitative and qualitative reports to define market trends via monthly meeting with international buyers and french boutique managers

- Organized E23 fashion show in Taiwan of 40 looks (men and women) in the attendance of 500 VIPs and media; PR value 300k euros



● Global Business Analyst to CEO

agnès b. | May 2019 - Nov 2020

- Propose seasonal buying budgets (open-to-buy) to improve the sales growth and stock clearance for 9 product lines: Women's/ Men's/ Unisex/ Children's and Babies'/ Voyage Ready-to-Wear and accessories

- Unification of reporting tools (BI Qlikview) and definition of KPIs to train subsidiaries to create interchangeable studies; the branches have reached 90% common purchasing which allows 70% of our couture shirts to benefit from a 5% discount on the cost price, with a deeper purchase

- Act as the headquarter to lead the renegotiation of the best made-in for the permanent T-shirts among France, Japan and Hong-Kong's productions

to
centralize the quantities for better costs and CSR values

- Perform the weekly sales analyses summarizing the operational activities and the main fluctuations for the executive committee



● **Merchansider for Women's Apparel**

agnès b. | Jan 2018 - May 2019

- Pilot the brand revitalization project by developing the Japanese selvedge denim wardrobe and benchmark. As a result of the shooting and the dedicated web page, sales of the pants categories have increased by 6% for Womenswear, 11%

- Elaborate the commercial calendar for visual merchandising

Education & Training

2016 - 2018

● **ESMOD**

Master, MS International Fashion and Luxury Business Development
Director

2015 - 2015

● **IÉSEG**

Académie de Management de la Mode, Fashion Communication

2012 - 2016

● **Fu Jen University**

Bachelor of Arts, English Language and Literature