



Charlotte Bessieres

10 years of experience in Retail, Wholesale & Digital fashion industry.

Strong expertise in Merchandising, Buying & Planning.

Challenge taking, hands-on approach & solution oriented, agile & adaptable, driving change.

📍 Paris, France

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Links

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Languages

French (Native)

English (Fluent)

Italian (Basic)

About

Merchandising & Buying expert : handle the brand distribution and image through consistent assortments, answering the right product mix/price positioning while increasing commonality and collection's productivity, following a global omnichannel strategy taking into account local needs.

BRANDS WORKED WITH

Chaumet

Galleries Lafayette

Gap Inc.

Givenchy

Lacoste

Leonard

Experience



● Retail Merchandiser

Givenchy | Apr 2022 - Sep 2022

Reporting to the EMEA Direction Responsible for Men and Women RTW product strategy.

- Product offer and buying strategy definition for the region, and according to market specificities.
- OTB and commercial targets projection in collaboration with Business planning.
- Collection feedback, product adjustment and price positioning shared with central teams.
- Performances monitoring and management with transversal teams (Retail, Supply Chain, VM, Training, Clienteling).
- Collection trainings to the teams in store.



● Merchandising Manager

Chaumet | Jan 2021 - Apr 2022

Reporting to the EMEA Direction In charge of implementing the international merchandising strategy on the EMEA zone (Retail & Wholesale).

- Build a product offer that meets product mix and price positioning objectives, contributing to the development of sales and the brand image harmonization in the stores.
- Ensure collection productivity by defining depth offer and optimizing inventory turnover.
- Forecasts definition in line with the financial and commercial objectives and according to the marketing calendar.
- Support the merchandising culture implementation with HQ and field teams.



● Retail Merchandiser & Buyer

Lacoste | Nov 2014 - Dec 2020

Reporting to the Distribution department ==> Responsible for Merchandising strategy, Assortments and Buying for Europe (Wholesale, Retail, Digital).

- Handover between Product teams and Local Markets: challenge and tailor the offer and the buys to ensure the brand repositioning and premiumization, while considering market specificities.
- Evolving scope: Sport & Footwear, Women & Kids & Fashion Show RTW and LG, Men RTW and LG.
- In charge of Retail Buying: forecasts, budgets, assortment plans by cluster, delivery flow, quantities to launch in production (implementation vs replenishment).
- Drive the buy Wholesale: ensure the coordination of markets buys, by driving the OTB follow up and guarantee the offer consistency locally.
- Collection feedbacks to improve performances, sell in/sell out analysis, KPI's monitoring and set corrective actions up.
- Collection briefs, end of season assessments, competitor monitoring.
- Transversal projects and work in hand with Supply Chain and Demand Planning to challenge and guarantee a satisfying allocation rate.



● Leather Goods and Accessories Buyer

Galleries Lafayette | Sep 2012 - Nov 2014

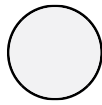
Attached to the Women Fashion RTW and Accessories department ==> In charge of Merchandising & Buying for about a thirty brands portfolio and 2 « Creative Laboratories ».

- Responsible for the offer, forecasts, budgets, turnover and sell thru of my perimeter.
- Analyze the product division needs, define the offer with the right brand/product selection and the floor allocation in partnership with Marketing and Visual Merchandising teams.
- Build and maintain supplier's relations and commercial agreements: statutes, discounts, exclusivities, sales force, communication, etc.
- Competitor monitoring and sourcing to adapt and renew the offer.

● Retail Coordinator

Gap Inc. | Jul 2011 - Dec 2011

- Handover between the retail network and the area managers: coordination, KPI's follow-up and reporting.
- Network hosting: store's opening (including the launch of Banana Republic in France), marketing event's organization, internal communication.



● Commercial Assistant

Leonard | Oct 2010 - Mar 2011

- Wholesale: buying session organization, sales support tools preparation, administrative customers follow-up.
- Retail: budgets per store, stocks and replenishment management.

Education & Training

2009 - 2013

● Mod'Art International Paris

Master's degree, Fashion & Luxury Marketing Management