



# Anaïs Obenson

I am a passionate learner with a track-record of delivering stellar business outcomes.

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

French (Native)

Italian (Basic)

## About

With a track record of delivering stellar business outcomes, from Dior to Courreges, Wales Bonner or Ralph and Russo, I use my expertise to tackle any challenges that come her way.

Having worked for several top brands in Paris and London, I understands the different market and product categories. I quickly understands strategies and processes to put in place to be successful, while respecting goals and deadlines.

Leading teams of 25+ people, I have a strong belief that building a confident and competent team from the ground up is essential to success.

### BRANDS WORKED WITH

Christian Dior Couture

COPERNI

courrèges

Louis Vuitton

MUGLER

O+F STUDIO

Wales Bonner

## Experience

### ● Founder + Project Director

O+F STUDIO | Jun 2021 - Now

Consultant on Business Strategy, Product development & Production for different Luxury fashion brand.

I worked with Supriya Lele, Maximilian Davis and Ferragamo, Ahluwalia, Re/done, Shanghai Tang, Zara, N.Peal, etc.

- Analyse clients needs and set up of plan of action to meet them. It can be putting together a range plan, reinforce or reorganise the development and/or production processes, fixing logistic issues or quality issues.
- Production or development follow up (up to 250 skus).
- Team management or recruiting.
- Fabric/trims sourcing according to clients price point, quality and qty requirements.
- Factory sourcing according to clients price point, quality and qty requirements.



### ● Head of RTW

Wales Bonner | Feb 2017 - Jun 2021

Management of 2 PD, 3 Designers, 4 to 8 pattern maker and seamstress.

Collection:

- Merchandise & monitor the Collection plan – 150 SKUs.
- Oversee & monitor the sampling process from first drawing to SMS.
- Manage suppliers to ensure all suppliers meet and maintain delivery, quality, and margin expectations.
- Source all raw materials based on creative request, quality and pricing targets.
- Constantly review and implement new processes and structures to improve organization, communication, access to information and effectiveness
- Define and monitor annual, seasonal, and weekly critical path.
- Negotiate and monitor the cost and pricing process to ensure correct margin.
- Define and monitor seasonal budget with constant reporting to the Brand owner.
- Monitor special project, capsule collection with Adidas or Dior, and all celebrity's orders.
- Organize and coordinate the show and look book's preparation.

Production:

- Define and monitor Production's budget to ensure correct margin.
- Define and monitor annual, seasonal, and weekly production's critical path.

- Negotiate and calculate all cost and prices for each product of the collection.
- Lead the normalization of the collection.
- Order and monitor the reception of all the raw material.
- Create and present end-of-season analysis of the production in terms of raw materials, suppliers, manufacturers, and costs to present key suggestions for improvement.

#### Key Accomplishments:

- Greatly improved timings, pricing, and quality since AW18 collection & production
- Recognized for cultivating a great team cohesion in the studio
- Cultivated excellent long-term relationships with suppliers & manufacturers maintaining ongoing communication and facilitating solutions to address concerns.
- Implemented a whole process from development to production. Implemented a more thorough CP, budget tracking templates as well as resources folders: components used for previous styles, sampling book of techniques, finishing, trims, etc.



### ● Head of Collection

courrèges | Jun 2015 - Dec 2016

Management of 4 PD, 2 Fabric buyers, 4 Designers, over 10 pattern maker & seamstresses.

- Oversee & monitor the Collection plan with the merchandising team – 250 SKUs.
- Oversee & monitor the sampling process from first drawing to SMS.
- Oversee & monitor the raw material sourcing from creative request through the whole development.
- Manage manufacturer and raw material suppliers to ensure they all meet delivery, quality, and margin expectations.
- Constantly review and implement new processes and structures to improve organization, communication, access to information and effectiveness
- Define and monitor annual, seasonal, and weekly critical path.
- Define and monitor seasonal budget with constant reporting to line manager (CEO).
- Lead the normalization of the collection and the pass over to the Production team.
- Organize and coordinate the show and look book's preparation

#### Key Accomplishments:

- Hired and trained all key members of the RTW team such as Designer, Product developer or Pattern maker.
- Actively participated in problem solving with the production manager to ensure all issues are resolved in a timely and cost-effective manner.



### ● Collection Coordinator

MUGLER | Feb 2014 - Oct 2014

### ● Head of Collection and Production

COPERNI | Oct 2014 - Sep 2015

Management of 2 interns, 2 pattern maker, 2 seamstresses.

- Define & monitor the Collection plan with Brand owners – 100 SKUs.
- Oversee & monitor the sampling process from first drawing to SMS.
- Manage manufacturer and raw material suppliers to ensure they all meet delivery, quality, and margin expectations.
- Source new manufacturing facilities and suppliers based on quality and pricing targets.
- Source all raw materials for the collection based on quality and pricing targets.
- Constantly review and implement new processes and structures to improve organization, communication, access to information and effectiveness
- Define and monitor annual, seasonal, and weekly critical path.
- Negotiate and monitor the cost and pricing process to ensure correct

margin.

- Define and monitor seasonal budget with constant reporting to brand owners.
- Coordinate and monitor the show and look book's preparation.
- Define and monitor Production's budget to ensure correct margin.
- Define and monitor annual, seasonal, and weekly production's critical path.
- Negotiate and calculate all cost and prices for each product of the collection.
- Lead the normalization of the collection.
- Create and present end-of-season analysis of the production in terms of raw materials, suppliers, manufacturers, and costs to present key suggestions for improvement.

Key Accomplishments:

- Implemented a whole process from development to production. Implemented a more thorough CP, budget tracking templates as well as resources folders: components used for previous styles, sampling book of techniques, finishing, trims, etc.
- Recognized for cultivating a great team cohesion in the RTW department



● **Junior Product Developer**

Louis Vuitton | Feb 2013 - Dec 2013



● **Collection Assistant**

Christian Dior Couture | Sep 2011 - Dec 2012