



# Valérie Rignon-Bret

Global executive, extensive experience in fashion, luxury, merchandising, retail, wholesale and digital.

Paris, France

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## Languages

English

## About

Global executive with extensive experience in fashion, luxury, digital, retail and wholesale, in both corporate and start-up environments. Leadership vision over international business and branding strategies, and execution. High proficiency in collection and retail merchandising, marketing and management, through a thorough understanding of the fashion industry. Deep sense of lifestyle and luxury identities. Genuine ability to partner with diverse and multi-cultural teams. Comprehensive insight in the digital transformation, combined with strategic acumen and pragmatic approach to all aspects of operations.

### BRANDS WORKED WITH

agnès b.

The ORDRE Group

LEMAIRE

## Experience



### ● Global Fashion Retail Director

The ORDRE Group | Aug 2016 - Nov 2020

Since march 2022 : freelance consultancy / interim management - luxury / fashion / lifestyle sectors

TheORDRE Group - Digital startup supporting the fashion industry's transformation

Offices in HongKong - New York - London - Paris - Milan

65 people. Strategic investor Alibaba group.

Reporting to the CEO & founder.

ORDRE is a B2B e-commerce platform that develops business between luxury fashion houses and key retailers around the world. The company embraced unique technology used by leading designer brands (Jimmy Choo, Marc Jacobs, Marine Serre, LVMH group...) to enhance showrooms and collection presentations across all channels.

- Supported the startup's launch, organization and sales teams globally.

- Raised business development with brands (18 M\$ GMV), retail engagement strategies and institutional partnerships

- Managing Director of Paris office.



### ● Global Business Development Director

agnès b. | Jan 2008 - Jan 2015

18 years with agnèsb. leading the international growth and transformation of the group both in retail / wholesale business development and global merchandising.

agnès b. is a lifestyle fashion group, 300 Million € consolidated revenues, 10 subsidiaries, 330 points of sale, 2100 people.

Reporting to the CEO and to Agnès, member of the Board of Directors.

As global wholesale/business development director (2008/2015) :

Managed a team of 8 people.

Drove market research for the group (BRIC, Europe, Middle East), managed wholesale partnerships growth (10 Million €) and merchandising strategies.

- Initiated and supported openings in Asia, the Middle East and the USA.

- Streamlined product offer and revitalized partnership with Galeries Lafayette department stores (opened 17 outlets and achieved +60% profits within a year).



### ● Accessories & Licenses Business Unit Director

agnès b. | Jan 2005 - Jan 2007

Reporting to the CEO and to Agnès, member of the Board of Directors.

Reshaped and managed Accessories department (11 people).

1/ Accessories : led accessories collections development for Men, Women, Children.

- Optimized sourcing, buying and merchandising, increased wholesale & retail margins, together with stock turnover.

- Expanded worldwide business up to 23 Million € sales (+65% in 2 years).
- 2/ LeatherGoods : 40% of the group revenues in 2007.
- Steered organization of the new business unit created in Japan from 2005.
- Drove global merchandising and buying for the Western markets.



## ● Global Merchandising & Sales Director

agnès b. | Sep 1996 - Dec 2005

Reporting to the CEO and to Agnès.

In 2004/2005 coordinated commercial department restructuring (20 people).

- Led women's, men's, children's ready-to-wear collections offer and merchandising (90 Million € consolidated sales revenues).
- Shaped and implemented new centralized buying and planning process.
- Ø Oversaw commercial management of international networks and consolidated financial results.

From 1998/2004 as Head of International Markets, drove commercial development and retail merchandising for all the foreign markets : EMEA / USA / APAC excluding Japan.

Reporting to the commercial director and in collaboration with regional CEOs. Managed a team of 4 in HQ and 10 merchandising managers abroad.

- Spearheaded business development, marketing, store openings, buying, retail and visual merchandising, sales performance.
- 2004 sales revenues: 64 Million € (+82% in 6 years), 40% of the group worldwide business (vs 12% of the group revenues in 1998) .

From 1996/1998 : Export Manager Junior



## ● Chief Commercial Officer

LEMAIRE | Jun 2023 - Apr 2024

Partner to the CEO, member of Executive Committee

- Steered and supported strong international business growth, developed 2024 roadmap, managing direct retail operations, wholesale agents and expanding partnerships.
- Led collection and retail merchandising strategies across all categories, collaborating closely with the artistic direction and the studio.

## Education & Training

- |      |  |
|------|--|
| 1993 | ● <b>ISC Paris Business School</b><br>Master « Grande Ecole, |
| 1990 | ● <b>Lycée Carnot</b><br>Business school preparation,        |
| 1989 | ● <b>Ecole Active Bilingue</b><br>High School Diploma,       |
| 2015 | ● <b>ESSEC Business School</b><br>AMP Luxury,                |