



# Marcelo Sanchez

Retail / Collection Merchandiser

Barcelona, Spain

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## Links

[Website](#)

## Languages

Italian (Fluent)

French (Fluent)

English (Fluent)

Spanish (Fluent)

## About

### LIFE JOURNEY

Marcelo was born and lived in Spain as he simultaneously attended school in France for 10 years.

He obtained a Bachelor's degree in Law in 2003 (Bilbao, Deusto) and moved the same month to London where he stayed for three years, working in fashion retail and marketing.

He decided to move to Milan in 2007 to pursue his experience in the fashion industry as Export Manager for an Italian group of fashion brands.

Three years later -in 2010- he moved to Paris to join the "MBA Luxe" at ESSEC, an LVMH linked program where he studied the French alchemy on managing luxury brands. This opened the doors to an 8 years journey in Retail and Collection Merchandising as well as Product Marketing -Prada and Bvlgari- with a focus in Accessories.

In 2019, confused between passion and work addiction, profitability and creativity, heart and brain, he treats himself with 10 months of self exploration, diving into Yoga and meditation in the Far-East.

After such a reset period, he creates in 2020 his own brand project: CHATTouché, a collection of conscious accessories that embrace multi culturality. His professional goal in 2023 is to dive again into the Fashion Industry offering a reshuffled sensitivity on people and industry competitive synergies.

### BRANDS WORKED WITH

BVLGARI

CHATTouché

Emporio Armani

Leathergoods Asia Pacific

Slowear

SNAPDATA INTERNATIONAL

Worldwide

ZARA

## Experience

### ● Brand Founder & Director

CHATTouché | Jul 2020 - Now

Values: #ThinkingnonDuality, #SharetheWorld, #NoGenderThanks Categories: Hats, bags and Jewelry. 12 points of (re)sale in 4 countries + directly operated e-commerce. Collaborations: - Mauro Balletti photographer - Contemporary embroidery artist and architect S. P. Rubio. - Other collaborations in progress, within the brand project #FragmentsoftheWorld

### ● Product marketing Director Worldwide

BVLGARI | Nov 2017 - Oct 2019

Main achieved challenges:

- Flip the sales ratio between new and continuative (in downtrend) bags offer from 30% -70% to 65%-35% .
- Rebuild legitimacy and relevance of the iconic items in the collection (endorsements, placements, 360° communication plan)
- Define the "Jeweller Protocole": a guideline for Product Development department with the criterias to preserve the unique identity and consistency with the brand of the new bags and accessories deloped.
- Leverage on the iconic power of "Serpenti" commercial line through the principle "One iconic line - multiple attitudes": launch of "Diamond blast", "Belt Bag", "Cabochoon", "Atomic Glam".
- Define the "Glam" attitude as a pillar of the Bulgari feminine personae: "B.Glam", "Eclectic Glam", "Rebel Glam", "Atomic Glam" marketing campaigns.
- Advocate and promote the "Bulgari-Tovch" technology and content.
- Implement innovative reporting and analysis tools to monitor sales trends and product performance with clarity.
- Guarantee efficient leadership and balanced synergies in a team composed of 5 individuals (direct reports) and the international merchandising structure composed of 14 individuals in several countries across the globe.
- Interact with Key Players in the Fashion Industry to develop new product

in the frame of collaborations: Hiroshi Fujiwara, Alexander Wang, Yoon Ambush, Juan Avellaneda...

- **Collection Merchandiser & Retail merchandiser**

Worldwide | Oct 2013 - Oct 2017

Head of product strategy -retail and wholesale- of the men's, unisex and travel lines, business over 300 million Euro. Interacted and reported directly to the company CEO, Mr. Patrizio Bertelli Key responsibilities: Collection and Retail. Collection:

- Guarantee a complete, sharp and balanced product offer: materials, functions, price ranges, shapes and client targets, KCP capsules.
- Manage each product life cycle: from development and introduction in store to bargain sales and outlet.
- Predict fashion trends and products momentums; for example: back-pack (2013), fanny packs (2016), bucket hat (2017) to amplify the trend and link the brand with the trend. Translation into brand hype and sales results.
- Advise and approve non Directly Operated Stores orders (Multibrands, department stores, franchisee... .) Retail:
- Salesforecast, buying (budget & selection), delivery planning, replenishments, bargain sales selection.
- Product selection (In some cases development) for window displays.
- Monitor in-store visual displays (250 DOS worldwide)
- specialevents and installations.

- **Retail Merchandiser**

Leathergoods Asia Pacific | Apr 2011 - Dec 2013

Seasonal buying, replenishments and product selection and life cycle management to support image consistency and sales growth in the area



- **Wholesale Export Manager**

Slowear | Jul 2007 - Feb 2009

Responsible for the distribution of brands Incotex, Zanone, Glanshirts, Montedoro.

- **Sales Assistant & Visual merchandiser**

Emporio Armani | Mar 2007 - Jun 2007



- **Sales Assistant & Visual Merchandising**

ZARA | Nov 2006 - Mar 2007

- **Marketing Researcher & Editor**

SNAPDATA INTERNATIONAL | Sep 2005 - Sep 2006

- **Sales Assistant & Visual merchandiser**

Emporio Armani | Sep 2004 - Nov 2005