



# Sabrina Meziane

Retail & Concession Buyer -  
PVH (Calvin Klein)

Paris, France

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## Links

[LinkedIn](#)

## Languages

Anglais (Fluent)

## About

### BRANDS WORKED WITH

Berluti

Est E Lauder Companies France

Etam Permanent

PVH

Swarovski

## Experience

### ● Buyer / Business Analyst - Corsetry Fashion Lines

Etam Permanent | May 2019 - Now

Collection Merchandising:

- Monitoring the performance of the Fashion Daywear department: Weekly reports, collection reviews and other analyses.
- Construction and development of collections (Product's selections, structure validations).

Purchasing:

- Purchasing quantities by reference for all collections following budget allocation.
- Carrying out SBDs (Size Break Down) in order to distribute quantities by size.
- Manage incoming orders to optimize stock rotation.
- Management of supplier relations: delivery times, order and production follow-up.

Product Management:

- Regular monitoring of the purchase budget commitment: Forecasting sales and stocks on the renewed product lines in order to define the quantities to be purchased and update the forecasts according to the trend.
- Optimization of in-store stock in collaboration with sales management. [see less](#)

### ● Junior Product Manager

Berluti | Jul 2018 - Dec 2018

Product development: Monitoring the development of the shoes collections in collaboration with international teams (Briefing, product selection, follow-up and validation of final prototypes). Construction and development of marketing tools (Creation of collection plans and collection books,...).

E-commerce: Management of the Berluti.com website via the PIM (Product Information Management) software for each collection launch.

Analytical activity: Weekly and half-yearly sales analyses: qualitative and quantitative analysis of the performance of the various segments.

Operational management and marketing monitoring: Presentation and organization of international product purchasing sessions. Marketing monitoring and competitive studies. [see less](#)

### ● Operational Product Manager Assistant

Est E Lauder Companies France | Mar 2017 - Aug 2017

Product launch management: Monitoring and analysis of previous launches: collection and synthesis of qualitative and quantitative data through the NPD software. Analysis of sales forecasts for future product launches (volume forecasts). Preparation and realization of sales arguments and referencing sheets.

Digital marketing: Participation in digital launch campaigns: Social networks, influencers, e-commerce site. Support to the CRM manager in email and SMS campaigns.

Strategic support: Sales forecast and value per brand forecast calculations. Participation in the brainstorm on the renovation strategy of the Re-Nutriv range.

Operational support: Realization and preparation of the commercial speech for the seminars and the presentation of marketing plans to the clients (Department Stores).  
see less

### ● **Operational Marketing Assistant**

Swarovski | Aug 2016 - Jan 2017

Operational marketing assistant for the B2B division, Swarovski Professional

Digital marketing: Participation and launch of the B2B Crystals-From-Swarovski and Swarovski-Professional websites. Swarovski Professional newsletters and e-mailing campaign.

Strategic marketing: Contribution to the strategic reflection related to the development of the annual Marketing Plan and preparation of presentations of the Plan for internal teams.

Marketing Monitoring and Event Support: Realization of the "Luxury Approach" study presented at the European Swarovski meeting. Project management around various events such as the World Jewelry Facets 2016.  
see less



### ● **Retail & Concession Buyer**

PVH | Sep 2021 - Now

1- Achats South West Hub

- Construction des budgets en collaboration avec l'équipe Planning
- Définition d'un cadre de collection : Poids des divisions par boutiques et poids des catégories de produits
- Construction des collections et sélection des produits (en collaboration avec les acheteurs européens)
- Achats des quantités par référence, division et pour chaque magasin du portefeuille South West Hub

2- Gestions des licences (Chaussettes, Parfums, Lunettes, Montres et bijoux) : Sélection des produits et définition des quantités, réassorts magasins

3- Gestion des capsules et collaborations : Achats, sizing et lancement en magasin en collaboration avec les équipes Marketing, VM et Merchandising

4- Optimisation des stocks magasins en collaboration avec les équipes Merchandising : Réassort, gestion des produits NOS 'Never out of stock'

5- Formations des équipes en boutiques sur les nouvelles collections

## **Education & Training**

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### 2017 - 2018 ● **SKEMA Business School**

Master of Science - MSc International Marketing and Business Development, Marketing

### 2015 - 2016 ● **SKEMA Business School**

Master Programme Grande Ecole, Management

### 2014 - 2015 ● **Université Paris 1 Panthéon-Sorbonne**

Bachelor's degree, Economic and social administration