



# Mathilde Candot-Carniel

Luxury Fashion & Food | Wholesale & Franchise Strategic Development

📍 London, UK

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## Languages

English (Fluent)

Italian (Basic)

French (Native)

## About

With over a decade driving international wholesale and franchise business for luxury and premium brands, I bring a strong entrepreneurial mindset, an acute commercial sense to drive sales, and the ability to unite teams to achieve common objectives.

### BRANDS WORKED WITH

Burberry

Fortnum & Mason

La Fomo

Marc Jacobs

Petit Bateau

## Experience



### ● CEO & Founder

La Fomo | Jul 2022 - Now

#### Achievements:

- Launched La Fomo app on iOS and Google Play
- Awarded Innovate UK – a £50k governmental grant supporting high growth potential start-ups
- Achieved revenue within the first quarter of launch
- Built a 3,000+ community on social media
- Participated in three business accelerators and pitched in front of a 50+ audience of private investors

#### Key missions:

- Concept to launch: Defined a strong business proposition, product roadmap and go-to-market strategy
- Led a technical team to develop the app and additional features including a personalised recommendations algorithm, enhancing users understanding and allowing for targeted promotion
- Managed a team of 12 sub-contractors across technical, content, and marketing functions
- Built a compelling brand identity and designed all visuals across the app (UX and UI), website, newsletter and social media platforms
- Elaborated a strong value proposition and built a media kit to sell brand partnerships to cultural venues
- Defined editorial guidelines and curation criteria to guide content creation
- Organised consistently sold-out events, including film clubs, talks and after-hours gallery tours

### ● Wholesale Manager Freelance / Consultant

| Oct 2023 - Now

- Fursac (Dec-23 to Jan-24): Prospection of the specialty market ahead of a potential wholesale distribution
- Balmain (Jan-24 and Mar-24): Showroom seller



### ● Wholesale Account Manager - Key Account

Marc Jacobs | Sep 2022 - Oct 2023

#### Achievements:

- Developed, executed and presented to the senior leadership team a clear commercial strategy for fast-growing markets (e.g., France and Germany)
- Led and negotiated the highest number of shop-in-shop refurbishments within my area
- Developed and implemented new analytical tools for improved sell-in and sell-out tracking and forecasting
- Achieved double-digit YoY growth in sell-in and sell-out within my area

#### Key missions:

- Managed and developed key accounts in the UK & Northern Europe including Department Stores and Specialty Stores.
- Developed and implemented strategic plan to boost sales and profitability
- Negotiated commercial conditions, OTB, and growth objectives with key accounts

- Drove sell-out performance through training, sales incentives, visual merchandising, and marketing activations
- Managed selling season



## ● Account Manager – EMEA Wholesale Travel Retail & Northern Europe Franchise

Burberry | Dec 2019 - Sep 2022

Achievements:

- Set-up internal processes and reporting tools for Travel Retail- a newly established division within the Wholesale department
- Built strong relationships with retail teams managing travel retail locations globally, facilitating the exchange of best practices and mutual learning
- Implemented new buying strategy including must buys across all product categories aimed to enhance brand consistency throughout the wholesale, franchise, and retail networks
- Demonstrated adaptability by assuming additional responsibilities during the Covid period. This included taking on the entire portfolio of the departing Account Manager responsible for Northern Europe Franchise.

Key missions:

- Managed 8 Duty Free partners and 10 Franchise partners, representing a network of 25 stores across the EMEA region
- Developed and maintained luxury distribution: executed closures, collaborated with the Design & Architecture teams on refurbishments and new store openings
- Take necessary actions to drive store productivity including stock swaps and in-season orders, staff training and incentives, reviewing stores standards, supporting marketing activations
- Support in negotiating partners' contracts in a manner that delivers the best business results
- Negotiate buying budget with partners to ensure it will allow to make a consistent and strong representation of the brand in store
- Managed selling season



## ● International Wholesale Account Manager

Fortnum & Mason | Dec 2017 - Dec 2019

Achievements:

- Strategically rolled out the brand's shop-in-shop strategy to key locations and collaborated with the Architecture team to ensure the design of the space didn't compromise on its commerciality
- Launched the brand in South Korea with five shop-in-shops opened within a year
- Led the review of processes to increase internal efficiency and order fulfilment
- Account managed our franchise partner operating the first F&M store and restaurant in Dubai
- Acted as a Project Champion for the launch of the new ERP system and BI reports
- Awarded the Exceptional Service Award (2019) acknowledging my outstanding contribution to the business global expansion

Key missions:

- Managed and developed key international wholesale accounts (department stores and franchise) in Asia (Korea, Japan, Hong Kong), Middle East (UAE), US, and travel retail locations
- Budgeted turnover and profit margin for each account and developed action plans to achieve objectives
- Reported on sales and product performance, local market trends and competitors' activities
- Collaborated with the Marketing, Training and Visual Merchandising teams to maintain brand's standards
- Project managed refurbishment and new store openings collaboratively with the Design, Visual Merchandising and Marketing teams and external contractors
- Coordinated the Supply and Logistics teams to ensure orders were delivered on time and in full



## ● UK & Ireland Wholesale Account Executive

Petit Bateau | Apr 2013 - Jul 2015

- Managed a portfolio of independent stores across the UK and Ireland and supported with key accounts
- Led showrom buying presentations for the baby, children and womenswear collections
- Reviewed each account to seize growth opportunities and provided support to reach sales targets: in-store and online marketing activities, staff training, visual merchandising support
- Analysed the product performance, providing feedbacks and recommendations to the HQ
- Researched and recruited new wholesale accounts
- Liaised with the Supply Chain Coordinator to respond to delivery and stock queries

## Education & Training

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2012 - 2012 ● **IAE Lyon Business Management School**

Master Degree, International Management

2010 - 2011 ● **University of Georgia**

Bachelor Degree - Exchange Year, Business and International Management

2008 - 2011 ● **IAE Lyon Business School**

Bachelor Degree, Business and International Management

2008 - 2008 ● **Lycée Lalande**

Baccalaureate (French A-levels equivalent), Economics