



Florian de Schoen-Waldenburg

Merchandising & Buying Manager xBrand, Special Projects

Geneva, Switzerland

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Links

[LinkedIn](#)

Languages

English (Native)

French (Native)

Italian (Basic)

Spanish (Basic)

About

With a decade of experience in luxury, buying, merchandising, and project management, I excel in developing and executing successful strategies that captivate our discerning customer base and drive customer acquisition. Throughout my career, I have orchestrated projects with precision and efficiency, maintaining open lines of communication with teams across the organization to ensure a structured process and deliver exceptional outcomes. These efforts have contributed to remarkable year-on-year sales growth, strong customer acquisition, and team expansion. I actively foster diversity, equity, and inclusion, serving as an ally and dedicated people manager, invested in the fulfilment and success of my team. Moreover, I am passionate about driving innovation and growth, continuously leveraging my skills to transform our work methodology and ensure future success in the industry.

BRANDS WORKED WITH

Alexander McQueen

LiberiPartners

Ralph Lauren

Experience



● Brand Manager & Assortment development

Ralph Lauren | Jan 2020 - Jan 2024

Led the development and execution of over 30 end-to-end special projects per year cross-brand, encompassing merchandising, buying, and marketing strategies. Achieved exceptional triple-digit growth year-on-year in sell-in through effective product and marketing strategies for all lifestyle brands. Successfully implemented new processes and tools that significantly improved team efficiency and communication. Cultivated strong relationships with global teams and external partners, fostering collaboration and driving successful outcomes. Led cross-functional teams in the successful execution of B2C specialized buying projects, resulting in a 20% increase of customer acquisition. Developed and implemented strategic procurement plans for high-profile projects, ensuring timely delivery and adherence to budgetary constraints.



● Menswear Merchandiser

Ralph Lauren | Sep 2021 - Jan 2022

In charge of the POLO Menswear Knitwear strategic assortment and, Golf collections (PaP & Accessories) for EMEA & APAC: define seasonal strategy, identify market opportunities & presentation to sales team & key accounts. Lead brand seasonal strategy with key stakeholders to increase regional brand awareness & product desires: double digit sales growth vs LY. Create & manage excel tools to increase team productivity on assortment & sales analysis.



● Cross Brand Strategy Merchandiser

Ralph Lauren | Feb 2020 - Sep 2021

In charge of the development of assortments to support cross brands initiatives (seasonal collections, exclusives capsules, popups, sport sponsorships). Identification of seasonal trends and development of icons, novelty products, category focus, pillars of the business. Creation of collection briefs & selling tools to support sales to key stakeholders (Design, Merchandising, Marketing, Wholesale accounts, Leadership teams). Engaging teams 360 on project management, from briefs to product life cycle.



● Marketing & Communication Manager

LiberiPartners | Jul 2018 - Jul 2019

Successfully launched the first-of-a-kind Ancient Art Fund and raised USD 5.5M. Established and managed the marketing strategy for the in-house Funds and create a museum-quality collection of Ancient Greek Vases from 800 to 300 B.C.

Built and executed the company marketing strategy by region, developed brand image and exposure via communication channels: built a CRM strategy, designed and managed the website, created content for social media, web, and prints, e-mailing, e-news, branded marketing tools, and assist with the delivery of events & art-shows

Managed the marketing and communication budget and oversee marketing activity effectiveness via reporting

Established the financial tools liaising with different service providers (Central administration, trustee, bank, logistics, and carrier)

Built and maintained relationships with investors, experts, the press, and the management team to create editorial content and support the success of the Funds.



- **Menswear Buyer**

Alexander McQueen | Aug 2017 - Jul 2018

Drive double digit growth sales & assortment of PaP and accessories menswear Collections across EMEA stores (10 doors, 2 flagships)



- **Wholesale Executive (Key Accounts & Franchise)**

Alexander McQueen | Jun 2014 - Aug 2017

In charge of the wholesale distribution in UK, FR, CE & WW Franchise relationship (over 120 accounts, xxxM budget) In charge of the wholesale distribution in UK, FR, CE & WW Franchise relationship (over 120 accounts, xxxM budget)

Education & Training

2010 - 2014 ● **Lancaster University Management School**

2:1, Master, Double Degree, European Management

2010 - 2014 ● **NEOMA Business School**

Master, European Management