



# Isabella Carrazza

Fashion Buying | Luxury Branding | Fashion Research

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Native)

Portuguese (Native)

Italian (Fluent)

German (Work Proficiency)

Spanish (Work Proficiency)

## About

With a five year experience in both the selling and buying sides of high-end and luxury fashion, I am an open-minded, curious and proactive professional who likes to nurture long-lasting business collaborations between brands and retailers. Both my academic and professional experiences have allowed me to develop a deep analytical capacity and a broad understanding of the fashion world, and my international experiences and multilingual skills allow me to adapt to a myriad of different environments.

### BRANDS WORKED WITH

Barbara Rihl

Carhartt Work In Progress

LVMH

Mc2 Diffusion

M.X Paris | Maxime Simoens

Séminaire Histoire de la Mode - Ihtp/cnrs Internship

Sonia Rykiel

Tendance Sociale

Veepee

ZUHAIR MURAD

## Experience



### ● Retail Buyer & Merchandiser

Carhartt Work In Progress | Apr 2022 - Now

- Sales reports and analysis
- Stock management
- Seasonal analysis and buying
- Commercial activation and pushes (private sales, sales, black Friday)
- Collection's quantitative and qualitative feedback



### ● Junior Buyer - Le Bon Marché

LVMH | Oct 2018 - Mar 2022

Working under the most senior buyer of the menswear department, in charge of luxury, designer, contemporary and denim brands, my missions include:

- \* Management of a brand portfolio: offer constitution (buying) and optimisation;
  - \* Sales analysis and recommendations for each seasonal buying session (sell-out, margins, rentability);
  - \* Pre-negotiations preparation;
  - \* Inventory management and optimisation: swaps, returns and re-orders;
  - \* Sales and other in-store commercial promotions preparation;
  - \* Coordination of in-store and online actions with the CRM department;
  - \* Seasonal catalogue coordination with the press and style departments;
  - \* Logistics coordination with the reception and return departments;
  - \* Creation of purchase orders and articles with SAP and associated softwares;
  - \* Back-office management of concession accounts
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### ● Showroom Sales Manager

ZUHAIR MURAD | Sep 2018 - Oct 2018

- \* Presentation and sale of the SS19 RTW collection to wholesale clients from across the world (EMEA, Americas)
- \* Product and looks proposals in order to reach assigned OTB's
- \* Creation of looks to be walked by models



### ● Assistant Buyer

Veepee | Feb 2018 - Aug 2018

Management of a multi-sector portfolio of brands in order to increase Vente-Privée's presence in the B2B and B2C UK market. As a buying assistant, I participate in the development of each flash sale

from the reception of offers until the delivery of goods to the final B2C customers. Missions include:

- Liaising with suppliers in order to exchange all elements on time (offers, stocks, prices, contracts);

- Sales analysis and optimisation:

- \* Analysis of offers potentials;
- \* Working and negotiating buying and selling prices;
- \* Sale performance forecasting;
- \* Analysis of past sales in order to increase future TO;
- \* Estimation of KPIs;
- \* Merchandising analysis and propositions

- Market and competition benchmarking (internal and external);

- Liaising with internal departments in order to increase B2C traffic and purchase:

- \* Providing merchandising and brand orientation to the teams in charge of the e-shop creation;
  - \* Exchanging with Planning team to set the best sales dates;
  - \* Exchanging with Procurement team to reduce delivery delays;
  - \* Assisting in the resolution of potential litigation on delivery issues.
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### ● Assistant Account Manager

Sonia Rykiel | Jun 2017 - Dec 2017

- Responsible for the commercial management of the AW17 Sonia By and Rykiel Enfant lines:

- \* Assure the following of delivery and facturation deadlines
- \* Respond to the clients' needs concerning their orders
- \* Provide clients with the correct sales and merchandising material
- \* Manage the returns and swaps of items
- \* Analysis and updates of Sell-Out reports coming from key business partners

- Key accounts management assistance:

- \* Monitoring of sell-out reports
- \* Monitoring of deliveries
- \* Following of swaps and other client needs
- \* Support to OTB negotiations

- Assistance to area managers:

- \* Provide documents to support sales
- \* Analyse data to support sales
- \* Provide documents to support prospection
- \* Assistance with showroom sales

- Assistance to the business development director:

- \* Creation of sales and marketing documents
- \* Ensure the proper follow up of cancelations, exchanges, returns and swaps of items from clients' orders
- \* Intermediation between the Commercial and Customer Service departments
- \* Administrative assistance to the preparation of the SS18 sales showroom - pre and main collections

- Showroom Coordination Assistant:

- \* Negotiation with suppliers
  - \* Coordination of suppliers
  - \* Budget monitoring
  - \* Organisation of appointments schedule
  - \* Staff coordination
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### ● Wholesale & Retail Coordinator

Barbara Rihl | Mar 2017 - Jun 2017

High-end accessories and lifestyle brand where my tasks include:

- Management of international high-end clients;
- Order taking and product proposals;
- Stock management;

- Deliveries coordination;
  - Market research and benchmarking;
  - Supply-chain management;
  - Buying and sourcing management;
  - Office management.
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#### ● Assistant Business Developer

M.X Paris | Maxime Simoens | Sep 2016 - Mar 2017

Premium contemporary menswear brand where as an assistant to the commercial manager I provide with:

- Brand placement analysis;
- Market research;
- Brand management;
- Client relations;
- Client prospection;
- Collection showroom preparation (AW17);
- Presentation and selling of the collection in showroom;
- Merchandising;
- Everyday office tasks.

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#### ● Research Assistant

Tendance Sociale | Apr 2016 - Jun 2016

At this trend and society research and analysis bureau, I worked as an intern by:

- Writing articles for the company blog;
- Setting up a database of fashion researchers and schools;
- Analysing Behaviour and consumption;
- Researching fashion trends and history.

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#### ● Showroom Dresser

Mc2 Diffusion | Jan 2016 -

Multi-brand showroom of high-end women's ready-to-wear brands (Onward Luxury Group):

- Setting up and keeping of the displays and racks;
- Proposing and creating looks for the models to wear;
- Assuring the coordination of the dressing cabin;
- Assistance to the brand managers with the reception of clients;
- Assistance to the brand managers with the presentation of the collection.

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#### ● Research Assistant

Séminaire Histoire de la Mode - Ihtp/cnrs Internship | Apr 2015 - Jun 2015

Charged with the communication about the seminar by setting up and updating social media and creating awareness by the diffusion of the seminar's activities throughout fashion schools and research sites in France.

## Education & Training

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- 2019 - 2019 ● **London College of Fashion, University of the Arts London**  
Merchandising and Buying Operations, Merchandising and Buying Operations
- 2017 - 2023 ● **Institut Français de la Mode**  
Doctor of Philosophy - PhD, Fashion Marketing
- 2017 - 2023 ● **University of Paris I: Panthéon-Sorbonne**  
Doctor of Philosophy - PhD, Fashion Marketing

- 2014 - 2016 ● **Université de Versailles**  
Master of Arts, Cultural and Social History
- 2008 - 2012 ● **Universidade de Brasília**  
Bachelor of Arts, Political Science