



Ivania Caeiro

Consultant chez Insight

📍 Amsterdam, Netherlands

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Languages

Portuguese (Native)

English (Fluent)

Spanish (Fluent)

German (Basic)

French (Basic)

Italian (Basic)

About

An enthusiastic, creative visionary with a strong design sense for long-lasting high fashion aesthetics. Dedicated professional with extensive experience across several areas in the fashion business. Exceptional team player that is able to take direction, motivate others, meet strict deadlines with a strong ability to conceive and execute a wide range of multiple projects. A proactive individual with a meticulous attention to detail and a unique aptitude to forecast fashion trends, able to perform effectively within a demanding and highly pressurised working environment.

BRANDS WORKED WITH

ANIVEC/APIV / Oporto

Calvin Klein

Monoqi

Tatty Devine

Topshop Topman

Zalando

Experience



● Senior R&D Manager CK Accessories & Footwear

Calvin Klein | Aug 2017 - Now

- Creates material direction with an emphasis on innovation and advanced material concepts based on the global briefing.
- Driving all material research and fabric development with focus on forward aesthetics, sustainability and innovation.
- Strategic international market & trend analyses; identifying emerging trends, product opportunities and any relevant trend fitting the brand DNA in order to support the design team creating successful products.
- Global sourcing specialist.
- Driving processes improvement.
- Oversee management of digital & physical Material libraries in order to support seasonal inspiration and fast access to core and key materials.
- Strategic alignment on all materials across the Accessories and Footwear division.
- Collaborates with Marketing team to ensure stories on material direction are translated all the way through to the customer.
- International shopping trips, ongoing analysis on the aspirational competition.
- Attending international fairs relevant for the business and establishing relations with strategic partners and key suppliers.



● SR Buyer-Design Scout

Monoqi | Jan 2014 - Jan 2016

- Developing Design Concepts.
- Collaboration with the Parisian Studio Dessuant Bone(www.studiodessuantbone.com)in the Art direction and selection on Premium brands for the fashion pop up shop during Berlin Fashion Week with the support of Condé Nast.
- Mentoring of a design competition in Nairobi, Kenya including the mentorship of three finalists in the Jewellery category and supporting the development and production of their collections.
- Attending international fairs relevant for the business and establishing relations with business and establishing relations with strategic partners and suppliers.



● Product Manager/ Buyer

Tatty Devine | Jan 2005 - Jan 2010

Responsible for a season budget of 100k for buying all "own label" and branded fashion merchandise for Tatty Devine boutiques and online store, including the following brands: Eley Kishimoto, Ashish, Peter Jensen, Linda Farrow, Jeremy Scott, Alexander Wang, Minimarket. Complying with budgetary and sales targets, consistently achieving and in many occasions surpassing TYLY. Sourcing of new suppliers and production markets for the private label. Control of profit margins, monitoring and analysis of campaigns sales performance. Liaising with several prod-

uct suppliers and internal departments. Advising the designers in their creative choices.

● Trend Forecasting

ANIVEC/APIV / Oporto | Jan 2002 - Jan 2003

Collaborating in the conception, development of fashion trend books and mood boards. Presenting emerging trends, key lines, prints, fabrics and colours. Collaborating with international fashion forecasting agencies such as PromoStyl (Paris), Nelly Rodi (Amsterdam) and Peclers (Paris).

● Product & Market Insight Consultant

Topshop Topman | Mar 2016 - Mar 2017

I supported Topshop in their expansion within Germany and I was responsible for profiling the German market to the Creative Director and Head of Buying International Markets in terms of competition, pricing, product opportunities/risks and local trends, all with the view of maximising sales opportunities as they enter this market.

- In-depth analysis of the German womenswear fashion market with particular focus: Competitor activity, product opportunities/risks, pricing, promotional activity and brand positioning.
- Customer profile analysis.
- Identifying emerging trends in the German market. Including important colours, prints and fabrics.
- Identifying key product categories to focus on the German market and also product opportunities missing.
- Feed backing on market specific influencers, celebrities and bloggers.
- Research and proposal on Branded and concessions for the TOPSHOP stores in Germany.
- Conception of an Event and Shopping Calendar.
- Ongoing analysis on the aspirational competition highlighting; Product, design, ideas and samples.



● Product Manager

Zalando | Nov 2011 - Nov 2014

- Defining the roadmap and product strategy.
- Product range planning, product direction, development and buying processes.
- Overseeing and supporting all coordination from design to product developing flow.
- Developing and maintaining production schedules, ensuring on-time delivery of products while adhering to quality and cost standards.
- Close cooperation with the Marketing team and sourcing team.

Education & Training

2020 - 2020

● CBS - Copenhagen

Certificate, Sustainable Fashion

2003 - 2004

● Cantral Sain Martins

Commercials, Styling

1999 - 2002

● Citex

Bachelor of Arts, Textile Design