



Chloe Carmona

Collection Merchandiser Manager

Anglet, France

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Languages

French (Native)

English (Fluent)

About

Twenty years of experience in International luxury and high-end Fashion Men RTW Collection Merchandising & Marketing.

Leadership of diverse cross-functional teams (Collection, Design, Fabrics, Product Development, Analysts, Buying, Visual Merchandising, Wholesale, Marketing).

Working on all aspects of a brand's collection management with Worldwide retail and wholesale vision.

Strong relationship with Creative Director & studio to build desirable, strong, well balanced and performing collections in line with Company strategy and vision.

Main skills: Product Strategy, Collection Merchandising, Pricing, Retail buying, Objectives and KPI's, Skus efficiency, Menswear, Multicultural environment, Trend Analysis, Forecasting.

BRANDS WORKED WITH

- A.P.C.
- Christian Dior
- kenzo
- Menlook
- Saint Laurent

Experience



Menswear Collection Merchandiser Manager

Saint Laurent | Apr 2018 - Nov 2019

1/ Collections

- Elaborate the seasonal collection structure by product category
- Create a strong and coherent link between Defile and Main collection
- Manage the collection to deliver business targets (ie. Value, Volumes, Gross Margin, Sku efficiency) and Regional needs
- Create the Core Assortment according to the collection forecast to determine and share sales guidelines for Wholesale channel
- Define the price strategy in line with the margin objective
- Determine the retail selection according to main KPIs and Creative Director mandatory selection
- Collection presentation to sales team and buyers during the show-room

2/ Analysis

- Sell in and sell out reports
- Follow the delivery planning with the production team
- Retail price and margin
- Skus efficiency

3/ Management and organisation :

- Management of a team of 3 merchandisers and 2 interns
- Creation of the seasonal planning to anticipate all the key dates of the collection: 360° vision
- Organisation and monitoring of regular meetings with design, retail and production teams
- Supervise the VIC order
- Automatisations of all the reports and sales support

MRTW Senior Collection Merchandiser

kenzo | Aug 2013 - Mar 2018

Define a global menswear strategy to offer the right product assortment to the targeted customer.

Working on the collection to create a strong offer through the design and the market specificities.

1/ Collections

- Elaborate the seasonal woven collection structure by product category
- Participate to the fabric to sketch with design team and ensure the

merchandising objectives are met

- Create a strong and coherent link between Defile and Main collection
- Manage the collection to deliver business targets (ie. Value, Volumes, Gross Margin, Sku efficiency) and Regional needs
- Collection Forecast (ie Units) to ensure fabric projections for Sampling and Production
- Create the Core Assortment according to the collection forecast to determine and share sales guidelines for Wholesale channel
- Define the price strategy in line with the margin objective
- Determine the retail selection according to main KPIs and performance objective (Sell Through, Avg Selling Price)

2/ Product

- Participate to the collection and production fitting
- Collection presentation to sales team during the show room
- Retail training
- Work with visual merchandising to ensure all the key products are well represented in store
- Competitors survey

3/ Analysis

- Sell in and sell out reports
- Monitor the sell thru and best sellers by product category
- Budget and strategic plan analysis



- **Menswear Senior Buyer**

Menlook | Jul 2012 - Jul 2013

Management of 120 brands including MCQ Alexander McQueen, Jil Sander, Carven, Marc by Marc Jacobs, Kenzo...

- **Men's collection & Retail merchandiser**

A.P.C. | Aug 2009 - Jun 2012

Elaborate the seasonal woven collection structure by product category, Buying of menswear collection for retail store (Europe, Japan & US)

- **MRTW Product Manager**

Christian Dior | Mar 2005 - Jul 2009

Oct 07 - July 09 DIOR HOMME - RTW Product Manager

March 07 - Sept 07 DIOR UK - Product Manager

June 05- Feb 07 CHRISTIAN DIOR - Menswear's buyer

March-June 05 CHRISTIAN DIOR - Women's leather good buyer assistant (internship)

- **Brand strategic consultant**

| Oct 2022 - Now