



Carmen Neyra

Senior Manager product Development RTW

Paris, France

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Links

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Languages

Italian (Work Proficiency)

English (Fluent)

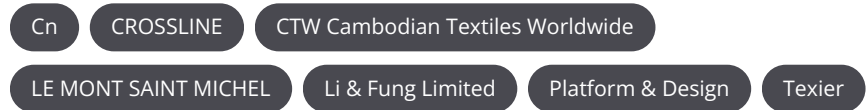
French (Fluent)

Spanish (Fluent)

About

Experienced fashion product developer with complete track record from creation up to manufacturing. • International work experience based for 20 years in Asia, Turkey and Morocco. • Strong woven / jersey / knitwear manufacturing knowledge including: materials constructions, patterns, colors, embroidery & printing techniques, washing and dyeing process in garment & denim. • Extensive career with Li and Fung, leading worldwide textile trading company, developing products for major brands such as Ben Sherman, Superdry, American Vintage, Inditex group.. Currently seeking a new challenge in Europe in which I could use my experience and professionalism.

BRANDS WORKED WITH



Experience

● Senior Product Development Manager retail department

CTW Cambodian Textiles Worldwide | Jan 2020 - Dec 2022

I manage and coordinate Retail product development projects. Evaluates and resolves technical feasibility, design optimisation and production issues. Being a Product Development Manager ensures that labelling and marketing/ promotional literature match product specifications. We produce brands like DKNY, Karl Lagerfeld menswear .

● Freelance Consultant

Cn | Jun 2018 - May 2019

- Relocated to France from Morocco.
- Cross costing existing sample to new manufacturing location to achieve quicker delivery and better pricing
- Introduce new fabric suppliers to Belgium customers like Essential Antwerp.



● Production Supervisor & product developer

Texier | Jun 2019 - Dec 2019

Deliver comprehensive leadership and support to leather production, overseeing high quality manufactures and processes. Train support professionals and coordinated cross-costing with new suppliers across Asia.

- Effectively sourced new qualities' leather, securing supplies from Thailand and Vietnam in alignment with design team standards and budget.



● Product Manager Knit & Jersey

CROSSLINE | Dec 2017 - May 2018

Directed the responsibilities and operations of two designers, leading them through jersey capsules collection. Oversaw daily work, completing detailed follow-up, costing, and risk assessment activities to facilitate commercial selling.

- Serviced customers such as Promod, Camaieu, and Cache Cache
- Coordinated the sampling room in Dhaka, organizing all development for Forever 21 and Cecil to achieve customer loyalty and secure Cecil's first large order of 150k units.

● Head of development and design departement

Platform & Design | Aug 2015 - Nov 2017

Commanded a team of four personnel members, strategically planning all techpacks, reviewing steps, and reducing number of rejected samples. Developed 200 styles monthly, sourcing and ordering fabrics and trims

through intensive vendor negotiations.

Prepared and facilitated meeting presentations and showrooms, conducting research to target effective items for clients. Attended fitting sessions and recommended alteration. Traveled to promote collections via trend boards and fabric selections across Europe and the United States.

- Expanded business by over 50% with American Vintage across garment dye, wool coats, and cupro items; improved samples and secured first order of 700k units successfully planned in 3 months.

- Serviced clients such as ZARA, H&M, The Kooples, Paul & Joe, Zadig & Voltaire, Cop Copine, Bimba y Lola, Bebe, and more.



- **Senior manager divisional head of design departement**

Li & Fung Limited | Aug 2014 - Jul 2015

Governed the actions of the European brands, including River Island, Inditex group, Superdry, American Vintage, and Love2wait Maternity, delivering quality graphics, collections, and textile novelties in collaboration with the design team and fabric team. Developed and led strategies, design efforts, and manufacturing processes.

- Launched a 6-week delivery strategy with American Eagle's cut and sew department, creating the Snit collection with Turkish jerseys and Morocco manufacturers.



- **senior product developer & designer**

Li & Fung Limited | Apr 2007 - Jul 2014

- Developed brands designs with our international Asian offices to give the best offer in quality, look, lead-time and prices. Customers Inditex group, Next, River Island, Mac&Co, Lee & Wrangler Australia, Promod, DDP.

- Liaised all shirting, polo's, tees, knitwear and woven development with Ben Sherman designers and Art director.

- Coordinated and developed Superdry's Denim collection in HK, Thailand, and Morocco by offering washes panels, embellishment and trims. Attended all SMS meeting reviews in UK.



- **Senior Product Development Manager**

LE MONT SAINT MICHEL | Apr 2023 - Sep 2023

Manages all communication with vendors to ensure daily clarity and product status updates.

Develop and plan bulk fabrics and trims orders to ensure production deliveries in time.

Build strong relationships with mills and manufacturing suppliers to obtain care, prices, lead-times and delivery plan. Operate with Fastmag for order process.

Education & Training

1987 - 1990

- **Atelier Chardon Savard**

Bachelor Designer, Diplome Superieur de Stylisme, Fashion, Textile prints

1986 - 1987

- **Lycée Marcelin Berthelot**

BAC Marketing Mention AB, French Baccalaureate, Marketing