

# Lydia Yachir

Senior Manager Merchandising

Miami Beach, FL, USA

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## Languages

- French (Native)
- English (Fluent)
- Spanish (Fluent)

## About

Analytical, detail oriented Sr. Merchandising manager with 10+ years experience in the fashion & apparel industry, specialist in apparel and accessories. Outgoing & dynamic professional with significant records in creating effective strategies that drives sales and profit, optimizing processes and leading companies to success. Trilingual French, English, Spanish.

### BRANDS WORKED WITH

- Ariat International
- de'L Casbah / Luxury and Apparel Industry
- E-Com & Apparel Dtc
- Les Néréides
- MARWA
- Technochem Corporation
- Viktor&Rolf
- Zara, Inditex

## Experience

### ● Senior Merchandising manager

E-Com & Apparel Dtc | Aug 2022 - Now



### ● SENIOR MERCHANDISING MANAGER ECOM APPAREL DTC

Ariat International | Aug 2022 - Now

Create merchandising strategy & Manage pre-season assortment planning for all product area. Create analysis and recap/share business insights with DMM, PMs and cross-functional partners. Recommend growth opportunities and Grow/Maintain/Decline guidance at the Category level. Directly partner with Planning on financial targets and strategic direction. Collaborate with store team to understand and support cross-channel DTC opportunities. Support and recommend promotions / marketing stories. Sort and selects products lists for Marketing. Planning support at the style level. Assortment editing. Style ranking. Comp style advising. Collaborate with Marketing, site Merch / Operations to transition pre-season plans to in-season execution. Review stories and promotions for purpose and priorities. Layer in current information to help with optimization (new trends, product, marketing shifts due to timing / inventory / etc.) Share learnings around optimization to inform upcoming cycles (marketing, launch, assortment planning...). Drive recommendations for product-driven special site experience frameworks (e.g. special collections, technology stories, etc.) Shot lists, New launch plans, Site / CX improvement work, Styling advices, Process review & improvements

### ● Senior Merchandise manager /Sr Buyer (Expat)

Zara, Inditex | Mar 2021 - Jun 2022

Responsible of all stores in Morocco, a team of 70+ people, sales growth and full country assortment. Create for all categories the annual and seasonal goals & track sales, GM, inventory performance. Build the financial forecast and buying budget. Envision, create and implement full assortment strategy. Plan all assortment strategy and financial, sales and procurements goals with planning department. Create and implement budgeting & buying strategy OTB. Manage inventory. Optimize all categories SKU count to cover all needs and goals. Conducting data analysis and establish weekly/monthly reports, dashboard management. Create and maintain good relationships with vendors. Set up visual & merchandising displays to create the best customer experience & maximize sales. Hire, train, guide, manage and evaluate team members. ==> Improved salesforces skills, growth and promotion of 4% ==> Optimized assortment selection and sales by 9%



### ● Senior Merchandise manager/Sr Buyer (Expat)

MARWA | Jan 2015 - Mar 2021

Responsible of the assortment strategy, the sales and a team of designers & junior buyers. Build and present annual and seasonal complete assortment and collections plan. Create sales, merchandising and marketing forecasts. Establish and implement all buying, sourcing and procurement strategies for all categories. Build the financial forecast and buying budget to maximize procurements and define best OTB. Search for best suppliers / vendors and maintain good relationship with the existing ones. Develop products, samples and techniques. Negotiate best prices, terms, products quality and general contracts. Optimize the buying process to reduce costs by tracking discrepancies and new opportunities. Set up the full pricing strategy that guarantee gross margin and profits. Secure appropriate SKU count for optimum allocation of each category. Collaborate with planning department to define goals and secure procurements on time. Collaborate with visual merchandising team for best display and customer experience. Secure all retail stores with optimum stocks and continuous replenishments by owning and developing all products lifespan from launching to markdowns. Manage inventory level. Analyze current performances to fast market adaptability, the customer needs and reach goals. Analyze sales, marketing, merchandising, retail performances to maximize profits. Analyze the processes to optimize them and reduce costs. Analyze market trends, competitors benchmark to found and/or create new opportunities. Complete performances analyses monthly and yearly and create reports for CEO. Create future action plans Recruit, train, manage, coach, evaluate team members and guide them towards success. ==> Optimized full buying and assortment process ==> Managed to reduced costs by 11% ==> Increased sales by overall 15%

- **Founder, CEO, Creative director**

de'L Casbah / Luxury and Apparel Industry | Feb 2015 - Apr 2017

Founding and managing an online luxury RTW fashion brand Setting up an online business (Administrative and managerial tasks). Creative direction, extensive research (trends, Mood boards, developments, creative research...). Interpreting ideas into collections and designs. Buying, sourcing materials and monitoring budget. Finding adequate suppliers, meetings, negotiating (prices, developments, qty, quality...). Placing orders and follow-up orders as per the schedules. Stay alert on the market to make on time changes and adjust the supply. Maintaining relation with actual suppliers and market research on new suppliers. Attending trade fairs and fashion shows. Analysis and forecasting sales & analyzing feedbacks from customers. Planning next collection making adjustments needed as per analysis of the past collection. Defining and implementing the global marketing strategy. Managing the e-commerce platform. E-marketing research and analysis (SEO, google analytics, ads...), establishing suitable strategies. ==> Launched 4 successful collections ==> 15,000Euros in Sales. Oct, 2014 - Dec, 2014



- **Haute Couture Junior product developer**

Viktor&Rolf | Oct 2014 - Dec 2014

Translate drawing designs into actual garments as per the designers request. From idea to prototypes to final garments. Pattern making, sewing, graphic designing & create all accessories as per the designers vision. Help the atelier prepare for SS15 Haute-Couture fashion week in Paris.

- **Business developer/Product manager/Import-export Manager**

Technochem Corporation | Jan 2011 - Oct 2013

Representing South Korean (SKC) and Japanese (Mitsubishi) supplier in the polyurethane industry. Develop customers portfolio and product development in South America and Africa. Elaborate strategic research, competition benchmark to identify new business opportunities. Create performances reports and business presentation. Manage biggest clients accounts of the company, secure their monthly supply in polyurethane. Coordinate international contracts between suppliers, clients and banks. Elaborate of all the logistical and customs documentation. ==> Increasing NA & SA clients by 3%. ==> Optimized process of elaboration of documents into a digital.



## ● Junior business developer

Les Néréides | Jun 2009 - Jul 2010

Creating & developing the brand B2B sales and marketing strategy in the UK. Business development and prospection of new clients to maximize market opportunities. Develop a profitable B2B sales strategy. Create KPI to track records. Create the optimum wholesale pricing strategy. Analyze market trends & adapt strategy on time. Guarantee continuous assortments for customers and follow up with possible products needs. Present new collections and create an effective sales strategy for each. Promote the brand and products and increase company's sales and profit. Manage relationships with UK's press and increasing the brand's media presence. Create retail visual display as per the brand identity to increase retail sales. Organize brand's participation to the London fashion week and Top Draw fair. ==> Increased client portfolio by 5% ==> Sales by 12%

## Education & Training

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- 2014 - 2014 ● **Instituto Europeo Di Diseni**  
Master degré , Fashion design
- 2013 - 2013 ● **Fashion Institute of Technology**  
Certification , Product management certificate
- 2007 - 2011 ● **Kedges Business School**  
Master on management , Master of Management