



Katarina Weckman

Freelance Collection Merchandising Manager, Head of Assortment, Head of Merchandising

Paris, France

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Languages

Swedish (Native)

English (Fluent)

French (Fluent)

German (Basic)

Portuguese (Basic)

About

13 years of experience in the fashion industry focused on: Assortment & Collection Strategy, Retail Buying, Merchandising, Category Management &, Product Development.

With a business-oriented mindset and a commercial eye I have a strong sense for product and fashion. Experience from several international fashion brands in positions where I have pushed growth in optimizing the business. I'm passionate about innovation and sustainability. I am convinced it's the future strategy for fashion.

BRANDS WORKED WITH

GIVENCHY, LVMH

Jean Charles de Castelbajac

KENZO, LVMH

Maison Martin Margiela

Other Stories

& OTHER STORIES PARIS ATELIER

Upla

Experience

● Senior Collection Merchandising Manager RTW WW

KENZO, LVMH | Oct 2019 - Jan 2023

Responsible for driving the woven, denim and leather product strategy and assortment. In charge of optimizing the category in terms of revenue growth aligned with the brand identity and sales objectives. Monitoring collection plans and collection briefings to studio taking in consideration market specificities and seasonal opportunities. Managing collection size, retail pricing strategy, margin goals, sales forecasts, and pre-buys. Working closely with product development and design teams during the collection process. Ensuring benchmark analysis: trends and pricing ensuring the right offer and price positioning. Plan retail and wholesale assortment. Presenting collection briefings to retail and wholesale teams during showroom periods. Analysing collection sales results; sell-in, sell-out, and bestsellers. Management of a team of 2 people (Merchandiser & intern).

● Collection Manager

Other Stories | Nov 2015 - Oct 2019

In charge of assortment strategy and global buying of RTW collections for woven, jersey & knit. Working closely with a design team briefing the collection structure taking into account sales and customer needs. Driving the collection processes from sketch validation with the design team to product ensuring a commercial offer in terms of styles, colors and prints. Responsible for collection size, retail pricing strategy, margin targets and buying of global retail quantities. Analyzing sales figures, sell-out, sales through and stock turnover. Competitor benchmark and market trends. Managing the product development retro-planning with the production teams to optimize lead times and ensure flexibility. Sourcing and production trips in Europe and Asia. Management of 3 people (Collection developers and buying assistant)

● Product Developer

& OTHER STORIES PARIS ATELIER | May 2013 - Nov 2015

Responsible for product development following the product from idea through development, to end customer. Working as the link with the design team and production ensuring a product offer in line with pricing strategy and customer needs. In charge of fabric sourcing, sampling handling and fitting in close collaboration with production offices in Europe and Asia. Sourcing and production trips in Europe and Asia.

- **Product Manager Women's and Men's Ready-to-Wear and Accessories**

Jean Charles de Castelbajac | Feb 2010 - May 2013

In charge of collection development of RTW, Accessories and fashion show pieces of main line JCC. Close collaboration with the design studio and the creative director. Sourcing and buying of fabrics and trims. Everyday contact with suppliers and factories. Launch of prototypes and SMS. Monitoring collection documents, product sheets and product cost calculations. Managing development and studio budget. Organization of fashion show preparations.

- **Product Manager Assistant Leathergoods**

GIVENCHY, LVMH | Sep 2008 - Mar 2009

In charge of developing collection materials and samples for the leather goods collection. Daily contact with suppliers and factories. Participation in product meetings with sales team. Implementing sales books, market benchmark and market trends. Managing development budget and cost.

- **Export Sales Manager Assistant**

Upla | Feb 2007 - Aug 2007

In charge of market research on the Scandinavian market. Launching of the brand in Sweden in close contact with buyers and retail stores.

- **Area Manager Assistant**

Maison Martin Margiela | Jun 2006 - Aug 2006

Installation of the ready-to-wear collection for showroom. Reception of buyers and assisting Area Sales Managers in commercializing the collection. Order handling and prospecting.

- **Freelance Collection Merchandising Consultant**

| Jul 2023 - Now

- Collection assortment strategy (collection brief, collection plans, pricing strategy and margin targets)
- Identification of new product categories to stimulate growth
- Retroplanning and collection process
- Cross-functional management of design, development and production teams
- Implementation of analytical reports (sales analysis, market benchmark and trend analysis to identify new opportunities)
- Pricing strategy
- Retail and wholesale assortment