



Elena Rago

Merchandising Assistant | MSc
in Fashion and Luxury Management

📍 Milan, Metropolitan City of Milan,
Italy

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Languages

French

Inglese

Italiano

Spagnolo

About

BRANDS WORKED WITH

Off-White

Valentino

Experience



● Merchandising Assistant

Off-White | Feb 2023 - Jul 2023

Collection and Retail Merchandise

- preparation of merchandising brief for new collections
- Market and competitors analysis, post sales campaign reports such as sell in and best sellers
- pricing and markdown strategy
- organization of the sales campaign and production of buying tools
- training manuals and presentations
- Coordinate special projects and special capsules for both RTW than accessories



● Retail Merchandising Planner

Valentino | Mar 2022 - Feb 2023

DOS and OUTLET

- Carryover replenishment (Shoes, Bags, SLG, Accessories)
- allocations and consolidations
- performance monitoring and analysis (stock and sales, best sellers and STD reports)
- supporting the buying team
- monitoring sell-out performances of stores and outlet through the use of SAP Retail and Qlik
- manage the fragrances category

Education & Training

2021 - 2022

● LUISS Business School

Master of Fashion and Luxury Management,

2021 - 2022

● Amsterdam Fashion Academy

Master's degree,

2018 - 2019

● Universidad de Málaga

Exchange Program ,

2016 - 2016

● Rose of York Language School London

IELTS Course,

2014 - 2020

● Luiss Guido Carli University

Laurea Magistrale LM in Business Law,