



Martina Malacarne

Wholesale Manager

Hergiswil, Switzerland

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Languages

French (Fluent)

Italian (Native)

English (Fluent)

German (Fluent)

About

BRANDS WORKED WITH

1stfloor Showroom

BALENCIAGA

Benetton Group _ ben Mode Ag

Confer! Ag

D&g Dolce & Gabbana

Exté

Fratelli Prada Srl

Gibo Showroom

Giorgio Armani Spa

Guess Europe Sagl

HUGO BOSS

Staff International

Tod'S Spa

Victoria Grantham

Yves saint Laurent

Experience

● Desk Officer and Assistant to the Managing Director

Confer! Ag | Mar 2022 - Now

Field HR Consulting and Software Job Desk Officer and Assistant to the Managing Director Professional Roles

- Administrative support for the Managing Director
- Administration of customer contracts
- Administrative support in Sales
- Translations German – Italian

● Retail Planner Buyer and Wholesale Manager Switzerland

Benetton Group _ ben Mode Ag | Sep 2014 - Jul 2020

Field Swiss Fashion Distribution Job Retail Planner Buyer and Wholesale Manager Switzerland _ Benetton Group Professional Roles

- Taking part to all collections' Retail and Merchants' meetings (United Colors Of Benetton, Sisley and Undercolors);
- Collaboration with Italian Product Commercial Team as Swiss Agent, to increase Northern European Market: editing of average Northern European Product Mix and focus the production on Market needs;
- Seasonal Cluster Orders selection in collaboration with Northern European Agents;
- Supervision and monitoring of all Retail and Wholesale Channel in Switzerland (Benetton, Sisley and Undercolors);
- Sales analysis –Sell In analysis, sales reports setting about Retail performances in store and comp-market analysis vs Competitors;
- Monitoring the Sell Through of Retail and Wholesale partners (Swiss Area);
- Seasonal Budget Plans, managing Sales Campaign for all Brands (Benetton, Sisley and Undercolors), purchasing activities for Retail and Wholesale Channel, promotion and supervision of VM and Seasonal Windows activities for all Retail and Wholesale customers (according to headquarter's guidelines);
- Coordinating stores opening selection with Market analysis and store target (Swiss Area);
- Day by day client's relationships and mediation with each Division (Swiss Area);
- Shipments coordination both for Retail and Wholesale Channel (Seasonal Plans for Swiss Area, Delivery supervision for Retail and Wholesale Channel in Swiss Area);
- Set up of merchandising plan for Product Development Department;
- Set up of sales staff Training for all Customers (Wholesale and Retail).

● Senior Sales Dept

Guess Europe Sagl | Dec 2011 - Jul 2014

Field Emerging Markets Job Senior Sales Dept. Professional Roles

- Taking part to all collections' (Guess Jeans, Marciano, Footwear, Handbags, Kids and Underwear) retail and merchandising meetings;
- Collaboration with Commercial Team to edit the correct average European Product Mix, in order to focus the production and to suggest the right way to distribute each collection to all our Partners. Identification of Key Items and Best Sellers;

- Seasonal Cluster orders Selection in collaboration with Retail Property Division ;
- Supervision and monitoring of all Countries associates and Wholesale Distributing Agencies.
- Monitoring the arrival of samples collection and VM setting up in Showroom, according to the guidelines provided by the Divisions.
- Sales analysis – analysis of Sell In and sales reports setting;
- Monitoring the Sell Through of partners (especially for Germany, Switzerland and Scandinavian Area);
- Identify with Area Manager budgeting, sales and promotion
- Activities in order to forecast and launch collections production;
- Showroom Sales during Sales Campaign periods;
- Coordinate stores opening selection with Market analysis and store target (especially for Scandinavian Area, Switzerland and Germany);
- Day by day client's relationships and mediation with each Division (especially Scandinavian Area, Switzerland and Germany);
- Set up of merchandising plan for Product Development Department;
- Set up of Training sales staff tools for our partners;
- Organization and execution of Product Training for showroom and store sales staff of all our Partners and Main Direct Wholesale Clients;
- Responsible of Speed to Market project for Licensing Retail and Wholesale.

- **Showroom Seller**

Staff International | May 2011 - Jul 2011

Field Fashion showroom Job Showroom Seller Professional Roles JUST CAVALLI, MAISON MARTIN MARGIELA Showroom Seller during men and women, RTW and accessories pre-collections and collections sales campaigns.

- **and distribution Manager**

1stfloor Showroom | Feb 2011 - Mar 2011

Field Fashion, showroom distribution Job Italy Women's wear Sales and distribution Manager Professional Roles Diego Dolcini and It's All About Romance Management and development of the customer portfolio, setting the commercial budget of each customer, interface with Back Office, Marketing Office, Sales analysis, Merchandising Office, Brand and product positioning, Market analysis and competitor's assortment study, Debrief with style area, of the seasonal collection critical issues, Cooperation with style area (analysis of the market, pricing activities, commercial development of the collection). Customer Service and Management. Travel planning and administrative control.

- **Assistant Sales Manager**

Gibo Showroom | Sep 2008 - Nov 2008

Field Fashion, showroom distribution Job Assistant Sales Manager Professional Roles Antonio Marras Management and development of the customer portfolio, setting the commercial budget of each customer, interface with Back Office, Marketing Office, Office Merchandising, Customer Service and Management. Organization and coordination of the Fashion Show. Travel planning, analysis of the market, pricing activities, commercial development of the collection. Planning and administrative control. Sales During Sales Campaign periods.

- **D&g Dolce & Gabbana | May 2006 - Feb 2011**

Field Fashion showroom Job Showroom Seller Professional Roles Showroom Seller during men and women pre-collections and collections sales campaigns. Collaboration with Style Area: editing of the collections, merchandising activities, product commercial development, merchandising plan set up. Analysis of the market.



- **Showroom Seller**

Yves saint Laurent | Jun 2006 - Jun 2010

Field Fashion showroom Job Showroom Seller Professional Roles Showroom Seller during men and women pre-collections and collections sales campaigns. Collaboration with Style Area: editing of the collections, merchandising activities, product commercial development, merchandising plan set up. Analysis of the market.

- **Showroom Seller**

Tod'S Spa | Jan 2005 - Oct 2011

Field Fashion showroom Job Showroom Seller Professional Roles Showroom Seller during men and women pre-collections and collections sales campaigns. I also took part to the launch of a new "Della Valle" line (the "T-Project") in terms of marketing and advertising, by collaborating with the project manager, the designer and Mr. Della Valle himself

- **Showroom Seller**

Giorgio Armani Spa | Jan 2003 - May 2006

Field Fashion showroom Job Showroom Seller Professional Roles Emporio Armani: Showroom Seller during men and women pre-collections and collections sales campaigns. Collaboration with Style Area: editing of the collections, merchandising activities, product commercial development, merchandising plan set up. Analysis of the market. Armani Jeans: Showroom Seller during men and women pre-collections and collections sales campaigns. Interface with Back Office and Customer Service.



- **Showroom Seller**

BALENCIAGA | Jan 2003 - May 2005

Employer Balenciaga, Milan Field Fashion showroom Job Showroom Seller Professional Roles Showroom Seller during men and women pre-collections and collections sales campaigns.

- **Store Manager**

Exté | Nov 2003 - Dec 2003

Field Fashion Store Job Store Manager Professional Roles Store management, visual merchandising, sale, coordinating sales staff, warehouse management and administration

- **Fashion Coordinator**

Victoria Grantham | Sep 2003 - Oct 2003

Field Fashion Job Fashion Coordinator Professional Roles Internship as Brand Manger Assistant, design and creation of VGrantham Women's wear and Exté commercial Men's Wear.

- **Sales Assistant**

Fratelli Prada Srl | Jan 1999 - May 2000

Field Fashion Store Job Sales Assistant Professional Roles Sale, visual merchandising, replenishment and warehouse coordination.



- **Freelance Sales Manager Eastern Europe**

HUGO BOSS | Jan 2023 - Now

Freelance Sales Manager during Selling Seasons, Showroom activities and follow up customers.