



Izzy Wijaya

Apparel Product Management

Amsterdam, Netherlands

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Languages

English (Fluent)

Dutch (Fluent)

Spanish (Work Proficiency)

Indonesian (Native)

About

Fashion professional with 5 years of experience in product management and collection merchandising within high-segment womenswear, with proven track record in driving profitability through commercially viable collections. Passionate about luxury.

BRANDS WORKED WITH

Claudia Sträter

Stieglitz

Experience



Product Manager

Claudia Sträter | Jul 2022 - Now

Lead the development of seasonal knitwear collections while working closely with designers while successfully increasing profit margins by 10% while retail prices decreased by 15%, and safeguard lead time and product integrity through strategic sourcing from Europe and the Far East. Run seasonal analyses on order quantities, margins and order values to optimize profits. Ensure adherence to the critical path and liaise with internal and external stakeholders to facilitate the timely and accurate delivery of goods. Conduct purchase orders and follow up with vendors up until delivery of goods. Gather and input product information in ERP system for internal as well as external communications.



Collection Merchandiser

Stieglitz | Nov 2018 - Mar 2022

Drove collection strategy, assortment planning, creative direction and marketing strategies, resulting in a 66% revenue increase in 2020. Utilized both qualitative (trend analysis, competitive benchmarking) as well as quantitative inputs (sales, returns, COGS) to define the collection framework. Set up the seasonal marketing calendar and propose actionable items for internal stakeholders. Monitored stock movement and considered markdowns, promotions, price changes, clear outs etc. Online merchandising, and copywriting and product data input for optimal product visibility and user experience. Organized and styled campaign and e-commerce shoots.

Education & Training

2015 - 2019

Saxion University of Applied Sciences

Bachelor of Science, Fashion & Textile