



# Christian Lavergne

General Manager, Chief Merchant, Business Strategist -- Luxury & Fashion

Dubai - United Arab Emirates

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## Links

[LinkedIn](#)

## Languages

English

French

Italian

## About

ACCOMPLISHED GLOBAL RETAIL EXECUTIVE with 25+ years of experience in leading buying and merchandising functions, enterprise-wide transformations, and omnichannel customer experience to drive product and assortment tactics, sales goals, and brand affinity across leading luxury and fashion retailers such as Hermès, Ralph Lauren, Hugo Boss, Escada, Lane Crawford, Holt Renfrew (Selfridges Group) and The Dubai Mall.

CROSS-FUNCTIONAL RELATIONSHIP BUILDER who directs vision and strategy across complex brand portfolios to unify teams towards a common goal while cultivating a collaborative environment, inspiring high-performing teams, and monitoring KPI progress.

ANALYTICAL & INSIGHTFUL LEADER who leverages a deep understanding of the competitive landscape, target consumer needs, and market trends to maximize product relevance, customer engagement, and business profitability (P&L).

### AREAS OF EXPERTISE

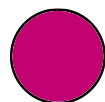
Financial Management P&L | Buying, Planning & Allocation | Luxury, Multi-Brand, Department Store, & Ecommerce Retail Channels | Wholesale | Supply Chain Modernization | Inventory Optimization | Retail Concept Development | Marketing & Communications Plans | Commercial Awareness & Success | Brand Stakeholder Communication | Employee Training & Mentorship | Operational Performance & Enhancement | Fluent in French | Working Knowledge of Italian & Spanish

### BRANDS WORKED WITH

- Browns Shoes Inc.
- ESCADA
- Hermès
- Holt Renfrew
- HUGO BOSS
- Lane Crawford
- Ralph Lauren Asia Pacific Limited
- TFA -The Fashion Architects

## Experience

- **Managing Director**  
TFA -The Fashion Architects | Apr 2017 - Now  
Principal & Co-Founder - Past collaborations: Lagardere Travel Retail, Black Suede Studio women's advanced contemporary footwear and Brand Ambassador Caroline Stanbury, leading Bravo TV reality star from Real Housewives of Dubai, Hudson's Bay Company (HBC Group Canada), The Dubai Mall (EMAAR Malls UAE), Harper's Bazaar (ITP Media UAE), Tryano (Chalhoub UAE), Yossi Harari Fine jewelry (USA).
- **Vice President Brand Lead Buying, Planning & Allocation - Luxury Collections & RRL, Omnichannel**  
Ralph Lauren Asia Pacific Limited | Jul 2015 - Aug 2016
- **Vice President Buying - Accessories and Children's Merchandising, Omnichannel**  
Ralph Lauren Asia Pacific Limited | Jul 2014 - Jun 2015
- **General Merchandise Manager - GMM Ladies Shoes and Accessories - Pedder Group, Omnichannel**  
Lane Crawford | Jun 2012 - Jun 2014



- **Senior Buyer Women's Designer Footwear**  
Holt Renfrew | Apr 2006 - Jun 2012

- **Senior Buyer Women's Shoes**

Browns Shoes Inc. | Dec 2002 - Apr 2006



- **Senior Account Executive**

HUGO BOSS | Jun 2000 - Oct 2001



- **Senior Merchandising Manager- RTW, shoes, hats & gloves**

Hermès | Apr 1999 - Jun 2000



- **Buyer Escada Couture & Escada Elements - Wholesale & Retail**

ESCADA | May 1996 - Apr 1999

## Education & Training

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1995 - 1995

- **CELSA Paris-Sorbonne**

Paris/France; Master Degree courses,

1994 - 1996

- **Fashion Institute of Technology**

Bachelor of Science Degree,

1992 - 1994

- **Collège LaSalle, Montréal**

Montreal,