



# Muge Pascal

Fashion Creative Director  
Retail Talent Acquisition Manager

Paris, France

[View profile on Dweet](#)

## Languages

French (Basic)

Turkish (Native)

English (Native)

## About

My name is Muge Pascal, the founder of Deux Beautés Paris, a high quality ath-leisure brand. I have dedicated myself and my life to fashion. I studied fashion design first in Central St. Martins in London and then Savannah College of Art and Design in United States.

I worked with a well known New York designer, Betsey Johnson and worked as a designer&buyer in big department stores.

Before launching my own fashion brand, I was the Brand Director for Massimo Dutti/ Zara Group for 10 years. My main roles were running the operation of the country of 50 stores and a team of 300 people.

### BRANDS WORKED WITH

Betsey Johnson

Inditex Group

Inditex Group, Massimo Dutti

Inditex Group, Uterqüe

Ykm Department Store Chain

## Experience

### ● Brand Director

Inditex Group, Massimo Dutti | Jan 2013 - Now

Preparing and following the annual budgets.

- Researching and analyzing the competitors in Turkey and in the global market as well as the previous year's sales and key trends.
- Attending the collection meetings and analyzing the product, the fabric and making the proper decisions and ensuring that the collection meets the criteria and the needs of the Massimo Dutti customer.
- Placing orders for the stores in Turkey and ensuring that the product volumes and order flows are optimized in order to achieve target sales objectives.
- Observing the behavior of the products during the regular shop visits, preparing product reports and weekly transfers between stores.
- Managing new store openings; product buying, delivery of the product, store planning and coordinating the team.
- Controlling sales and hour budgets as well as the general expenses of the stores.
- Analyzing stocks, comparatives and the sales reports weekly as well as supervising the distribution charts.
- Supporting international countries for new openings and other seasonal preparations.
- Ensuring that the Massimo Dutti image and the general objectives are maintained in the stores.
- Preparing seasonal trend analysis and trainings for the stores.
- Working with the Window and the VM team in order to transmit the correct image of Massimo Dutti as well as increase the sales.
- Preparing the PR activities with the Communication Department.
- Reporting directly to the Head Office in Spain and responsible of a team of 300 people in the region of Turkey.

### ● Brand Director

Inditex Group | Jan 2012 - Jan 2013

Preparing and following the annual budgets.

- Researching and analyzing the competitors in Turkey and in the global market as well as the previous year's sales and key trends.
- Attending the collection meetings and analyzing the product, the fabric and making the proper decisions and ensuring that the collection meets the criteria and the needs of the Uterqüe customer.
- Placing orders for the stores in Turkey and ensuring that the product volumes and order flows are optimized in order to achieve target sales objectives.
- Observing the behavior of the products during the regular shop visits,

- preparing product reports and weekly transfers between stores.
- Managing new store openings; product buying, delivery of the product, store planning and coordinating the team.
- Controlling sales and hour budgets as well as the general expenses of the stores.
- Analyzing stocks, comparatives and the sales reports weekly as well as supervising the distribution charts.
- Supporting international countries for new openings and other seasonal preparations.
- Ensuring that the Uterqüe image and the general objectives are maintained in the stores.
- Preparing seasonal trend analysis and trainings for the stores.
- Working with the Window and the VM team in order to transmit the correct image of Uterqüe as well as increase the sales.
- Preparing the PR activities with the Communication Department.
- Reporting directly to the Head Office in Spain and responsible of a team of 75 people in the region of Turkey.

## ● General Store Manager (Flagship Store)

Inditex Group, Uterqüe | Jan 2010 - Jan 2012

Coordinating daily activities.

- Attending collection planning, fitting and preparations in Barcelona/Spain.
- Preparing the necessary feedback of the product in order to reach the sales objectives.
- Controlled the sale and hour budgets as well as sale reports to analyze and make appropriate business decisions.
- Maximizing and visually coordinating all areas in the store, so the image of the brand is presented to the fullest, through appropriate visual merchandising.
- Organizing the staff in order to guarantee their involvement and motivation as well as responsible for their training.
- Training new managers.
- Creating teams and partnerships with all members of the leadership team.
- Making quick and appropriate decisions according to the needs of the business.
- Preparing CRM reports in order to view the general profile of the brand, the customer profile and to prepare sale strategies.
- Training manager for store manager candidates. Freelance Design/Development Project » New York, USA January 2009 – December 2009
- Prepared, developed and manufactured a private collection for the movie Sex and the City 2, Jack and Jill, and CSI Miami. Muge Guler

## ● Buyer-Womenswear Dept

Ykm Department Store Chain | Aug 2005 - Nov 2008

Responsible of the imported brands and private labels.

- Analyze the previous year's sales and the season's key trends in order to identify the principal sales requirements.
- To define the buying structure and select the goods within the budget that is defined by the control department.
- Negotiate the prices and delivery dates with the suppliers.
- Garment purchase and place orders based on geographical attributes of all fifty two YKM stores and distributors.
- Prepare, launch and manage a private label. (follow each step of the development, production, garment circulation and marketing)
- Assure that the purchase order delivery schedule is met and suppliers are meeting contractual criteria to facilitate just-in-time delivery.
- Manage supplier performance for purchased products and assure that all aspects of the purchase to payment are maintained.
- Build strategy for cost reduction opportunities.
- Forecast, stock control, monitor sales and follow-up of the merchandise.
- Provide customer needs and assure satisfaction.
- Develop and execute trade relations with new/potential suppliers (pricing, profit margins, volume)
- "Prepare and present" analysis of the upcoming fashion trends to the stores and distributors.
- Regular store visits and a constant flow of communication with the store managers in order to receive necessary feedbacks.(product, customers, market)
- Prepare the brand layouts for the store openings.



## ● Design and Development, Design Department

Betsey Johnson | Jun 2003 - Aug 2005

Development and sampling of the upcoming collection.

- Responsible of the coordination of the backstage during New York Fashion Weeks.
- Sourced trims and fabric domestically and internationally as well as negotiated with pricing.
- Assisted Betsey Johnson during weekly garment fittings in order to adjust and improve the samples.
- Prepared trim and fabric sheets and worked interactively with the production department.
- Consulted and advised design on fabric selection.