



Fanny Airault

Fashion and Interior design curation and assortment specialist (Los Angeles & Paris)

📍 Los Angeles, CA, USA

[Portfolio link](#)

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Links

[Website](#) [LinkedIn](#)

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Languages

French (Native)

English (Fluent)

About

Hello! I am a fashion and interior design curation and assortment specialist based in Los Angeles and Paris.

Born and raised in Paris and after an academic background in business and fashion, I made my debut in retail buying for Parisian luxury houses. In 2015 I founded the iconic Parisian store Gang of Earlybirds, known for being a true pioneer in selecting and introducing in Europe new and desirable designers from the USA and around the world.

After 10 years of experience in fashion, merchandising and e-commerce, mainly in Paris, I am now relocating with my family in Los Angeles, California.

Today, I provide curation and assortment consulting services in fashion and interior design industry to privates, professionals and brands.

To know more about my services, check out my website www.fannyairault.com and subscribe to my newsletter here: <https://www.fannyairault.com/newsletter>

BRANDS WORKED WITH

GANG OF EARLYBIRDS

KEDGE BUSINESS SCHOOL - MEDINMODE Association étudiante MODE

KENZO Fashion

LANVIN

Millimages

SERAM America

Studio F.A

Experience



● Head of Digital and Online Sales

Millimages | Sep 2021 - Sep 2023

- Managed MOLANG e-commerce platform (Technical roadmap, acquisition, traffic, logistic etc.)
- Managed Molang.com product assortment: exclusive collection development and licensee products sourcing
- Supervised and managed Millimages digital activities: social media strategy, digital campaign, Youtube channels development
- Budget management (approx. 1,5M€)
- Managed a team of 8 people



● E-commerce Manager

Millimages | Jun 2020 - Sep 2021

- Launched MOLANG official e-commerce platform: www.molang.com
- Created and launched an exclusive MOLANG product line for molang.com (Ready-to-wear, fashion accessories, stationery, home decor etc.): collection plan, design, production management, pricing, go to market
- Buying of the best Molang licensed products around the world
- Growth Marketing strategy: SEO, e-mailing, SEA
- Technical roadmap
- Logistic & CRM

● Founder & CEO

GANG OF EARLYBIRDS | Jan 2015 - May 2020

Gang of Earlybirds is an omni-canal retailer based in Paris from 2015 to 2019. Gang of Earlybirds is focused on an exclusive assortment of high end and highly desirable digital-native international fashion brands and specialized in providing exciting digital content and customer care.

In this experience I managed all aspects of the business

- Unique curation and product assortment of +50 brands never distributed in France before: Cult Gaia, Rixo, Staud, Nanushka, Caron Callahan, Rachel Comey, Maryam Nassir Zadeh, Ace & Jig, By Far, Simon Miller, Grey

Matters, Cléopatra's Bling, St Agni, Mara Hoffmann, I Love Mr Mittens, Vere Verto, Janessa Léone

- Raised 500k€ in funding.
- Launched 1 brick and mortar in Paris and 1 e-shop (Shopify)
- Grew GOEB from 0 to 35k€ RMR and 12k online visits per month over a 4-year period
- Grew and managed community of +4000 active customers and +26k followers on social media
- Featured in fashion and business press (Vogue, Elle France & Japan, WGSN, Fashion Network, Les Echos Start etc.)
- Recruited and managed a team of +5 people
- Managed artistic direction (Photography and visual contents)



- **Retail Buyer - Women & Men Accessories**

LANVIN | Jul 2013 - Aug 2014



- **Assistant Retail Buyer - Women & Men Accessories**

LANVIN | Jul 2012 - Jan 2013

- **Product Manager Assistant - Menswear**

KENZO Fashion | Feb 2011 - Jul 2011

- **Sales and Marketing Assistant (Intern)**

SERAM America | Jun 2009 - Jul 2010

- **President**

KEDGE BUSINESS SCHOOL - MEDINMODE Association étudiante MODE | Sep 2007 - Jul 2009

- **Founder**

Studio F.A | Sep 2023 - Now

Situated between LA and Paris, Studio F.A is a fashion, interior and lifestyle curation studio for privates, professionals and brands. Our method of creative cross-pollination across aesthetic domains helps you create a world of balance, beauty, harmony. I offer services like:

- Merchandising and product assortment: curation, retail buying, brand scouting, product range strategies, collection plan
- Fashion and interior design shopping book
- Commercial and retail development between USA and France

Education & Training

2011 - 2012

- **Institut Français de la Mode**

Fashion & Design Management Postgraduate Program,

2010 - 2011

- **Université Laval**

MASTER 2 Exchange Semester,

2007 - 2011

- **KEDGE Business School**

Master 2 Business & Management,

2004 - 2007

- **École Lycée Albert Schweitzer**

Intensive courses for top French Business Schools,