



# Jessica Mimouni

Head of merchandising

Paris, France

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## Languages

Spanish (Basic)

French (Native)

English (Work Proficiency)

## About

WATCHES ACCESSORIES PERFUMS AND EYEWEAR

BRANDS WORKED WITH

Cartier

Cartier France

## Experience

### ● Head of Merchandising

Cartier France | Oct 2017 - Now

Product scope : Jewelry, watches, Accessories and leather straps  
Supervise and decide on activities of Demand/Supply Planning/ Distribution to ensure product availability in France & Monaco boutiques and retail specialists.

Ensure the global supply on the Jewelry, Watches, Accessories, Leather straps by optimizing stocks.

Construction of assortment strategy retail & wholesale with performance and image indicators.

Construction and review of inventory budgets in line with the business ambitions

Operation project leader on opening and renovation boutiques and digital staff sales flows

Kick-off and promote continuous improvement on processes to reduce stock and lead-time

Team management : 6 permanent staff and 2 interns.



### ● Merchandiser

Cartier | Jan 2011 - Sep 2017

Jewelry segment- 2015 to 2017 Watches and Accessories segment - 2011 to 2015

Retail/Wholesale : Assortment review with store managers several times per year

Sales optimization by building action plan.

Supply : Flows management on Jewellery collections for retail & wholesale , adapted "time to market" management of the subsidiary's supply Dashboard building for management reporting with Merchandising KPI's.

Project coordinator for opening/ closing/ renovation boutique on Jewelry scope : interface between the different players (Wholesale/ Retail/ Marketing/ Operations/ Logistics)

Communication of data: frequent boutique visits and set up in-store actions

Establishment of "merchandising ambassadors in boutiques " : new operation community meetings

Staff sales coordinator



### ● Product manager

Cartier | Jan 2004 - Jan 2010

Strategy : Participation in the annual marketing plan Perfumes and Eye-wear

Management of communication budget (~4M€)

Sales forecast (~450 POS)

Market analysis and competitive intelligence

Assortment definition : retail network (13 internal stores)

Allocation and monitoring of driving resources

Event coordinator to assure push stock for the 45 events/ year for major accounts :Grand Optical / Solaris, Alain Afflelou, Marionnaud, Nocibe, Douglas

Design of sales support tools

Coordinator of training evenings for shop animators by presenting new products to HQ brands and sales teams