



Saili Sankhe

Founder at The Parisienne Edit

Paris, France

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Native)

About

Experienced in digital marketing and business development with a demonstrated history of working in the fashion industry. A master graduate with a degree in Fashion Business - International Fashion and Luxury brand management from ESMOD École Supérieure des Arts et techniques de la Mode.

Also, an aspiring fashion stylist who occasionally writes articles on the latest and upcoming fashion trends. <https://sailisankhe.wixsite.com/sailisankhe>

BRANDS WORKED WITH

- alice McCALL
- BOON_ROOM
- Cristaseya
- Huishan Zhang Ltd
- Muriel Piaser Consulting
- Riccardo Grassi Showroom
- The Parisienne Edit

Experience

● Founder

The Parisienne Edit | Jan 2021 - Now

● Digital Marketing & Business Development

Muriel Piaser Consulting | Jul 2019 - Now

Digital Showroom

Precious Room by Muriel Piaser X Le New Black (since July 2020)

- Management and integration of our clients - jewellery designer's showroom/collections on Le new black.

- Co-ordination with brands to ensure their optimal online presence on Le new black

- Co-ordination with designers for collection materials - product SKU, product images, look books, line sheets, etc. to make sure their online showroom is complete and in line with their Brand image.

Physical Event - Precious Room by Muriel Piaser #3 (22nd January 2020)

- Managed the Precious Room #3 event alongside Muriel Piaser.

- Co-ordination with Jewellery Designers/brands pre-event, during and post-event.

- Assistance in buyer promotion

Brand marketing and communication

- Developing brand profiles, creation of brand portfolios, look books, line sheet for jewellery designers.

- Management of our buyer database on Launchmetrics

- Managing and retaining brand relationships.

- Ensuring the Precious Room website is up to date.

Business Development and Strategies

- Prospection of potential clients and buyers

- Research and trend analysis of the french and international fashion and accessories market.

see less

● Showroom Assistant

Riccardo Grassi Showroom | Mar 2019 - Mar 2020

Paris Fashion Week - 3 seasons

● Assistant collection director

Cristaseya | Mar 2019 - Jun 2019

Assistant to the Creative Director.

Responsible for the Showroom.

Communication and PR.

Management of stock.

Preparation and management of orders.

see less



- **Showroom Assistant**

alice McCALL | Sep 2018 -

Paris Fashion Week, showroom intern

- **Showroom Assistant**

Huishan Zhang Ltd | Mar 2018 -

Paris fashion week A/W 2018-2019



- **Responsible E-commerce et Marketing**

BOON_ROOM | Jun 2021 - Now

Successfully launched the BOON_ROOM e-commerce platform dedicated to Design, Art, and Fashion.

Managed & integrated data of 140 art & design brands and 3000+ products on the back-end office, utilizing Centra to ensure seamless online product management. Developed and executed product/trading strategies using SEO, retargeting, and digital advertising, significantly increasing online sales.

Management of brand content and online merchandising to enhance user experience and drive customer engagement.

Oversaw SEO and CMS management to optimize search engine rankings and increase web traffic.

Responsible for social media content and marketing.

Management of the B2B digital wholesale platform for 30+ fashion brands.

Education & Training

2017 - 2019 ● **ESMOD École Supérieure des Arts et techniques de la Mode**

International Fashion and Luxury brand management, Fashion Business

2014 - 2017 ● **Jai Hind College**

Bachelor of management studies,