



# Laura Valmorbi-da

Omnichannel, E-commerce, Buying & Merchandising

Paris, France

[View profile on Dweet](#)

## Links

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

[Instagram](#)

## Languages

French (Fluent)

English (Fluent)

Italian (Native)

## About

Experienced fashion and luxury professional with a strong background in merchandising, e-commerce, and digital strategy. Expertise in formulating and executing comprehensive e-commerce and omnichannel strategies, product assortment planning, inventory management, and data-driven decision making. Committed to delivering personalized customer experiences and maintaining brand integrity. Strong leadership and communication skills

### BRANDS WORKED WITH

Bottega Veneta

Chloé

Diesel

Maison Margiela

YOOX

## Experience

### ● Omnichannel, E-commerce and Merchandising Consultant

| Jun 2022 - Now

Develop and implement comprehensive brand.com and e business strategies that drive online sales and profitability. Lead all aspects of the marketplaces and e-tailers, including strategy, product assortment, operations, and marketing. Lead the integration of online and offline merchandising and buying activities to create a seamless customer experience.



### ● Retail and Digital Merchandising Director

Chloé | May 2021 - Jun 2022

Led the buying, product strategy, store differentiation, and network animation for the EMEA Region. Ownership of NET-A-PORTER account. Implemented effective merchandising plans to boost sales for both Retail and Wholesale clients. Managed a team of 4. Key Achievements: 1. Managed the complex process of transitioning NET-A-PORTER account from third-party to direct ownership. 2. Roll out of the Go-to-Market strategy of the first collection under the new Creative Director, both offline and online.



### ● Head of E-business

Maison Margiela | Jan 2019 - May 2021

Managed Maison Margiela and MM6 sales across digital channels, building specific P&Ls, merchandising and marketing strategies. Farfetch and new e-tailer management. Launched a new e-commerce platform, rebuilt E-commerce Operations, Order Management System and platform to support sales and omnichannel strategy. Managed a team of 6. Key Achievements: 1. Insourced all e-commerce activities. 2. Led and executed Global E-commerce and Market Place roadmap. 3. Achieved a double-digit MaisonMargiela.com and Farfetch sales growth.



### ● Head of Global Merchandising

Maison Margiela | Sep 2014 - Jan 2019

Directly lead the Global Retail, E-commerce and Market Place merchandising strategies for Maison Margiela and MM6 across a multi-channel distribution network. Responsible for seasonal Open-to-buy planning and analysis. Collaborated with cross-functional teams to ensure all aspects of the business were aligned and the brand message was consistently represented. Managed 5 direct reports and 6 indirect reports.

Key Achievements:

1. Aligned Global in-store and online (E-commerce and 3rd party) merchandise offerings, maintaining the capability to address unique customer need in each channel.
2. Developed and executed the Global merchandise marketing calendar and content strategies to drive sales and conversion growth, support the product buy, and drive the Brand message.



● **Head of Online Flagship Stores Buying**

YOOX | Jul 2009 - Sep 2014

Responsible for the seasonal buy budget, sales selection and buy strategy for +25 Online Flagship Stores.

Developed sales plan (monthly & sell thru & margin plan).

Managed 3 direct reports.

Key Achievements:

1. Full set up of the buying team, merchandising strategy and processes.



● **Senior Retail Europe Leather Goods Buyer**

Bottega Veneta | May 2007 - Jul 2009

Responsible for LG assortment for the Retail Channel in Europe.

Ensured proper merchandising through constant sell-in/sell-out analysis, and managed OTB. Secured constant replenishment of carry-over and permanent styles.



● **Worldwide Retail Merchandiser**

Diesel | May 2003 - May 2007

Responsible for the Accessories assortment of the Retail Channel worldwide.

Planned the optimum product range and identified key potential growth areas.

Successful communication of product information.

## Education & Training

---

1999 - 2002

● **University of Westminster**

BSc, Business Economics