



Krista Wallace

Luxury Retail Management /
Sales and E-commerce Profes-
sional

📍 Newport Beach, CA, USA

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Languages

French (Work Proficiency)

Italian (Basic)

English (Fluent)

About

LUXURY RETAIL MANAGEMENT ,SALES AND ECOMMERCE SENIOR EXECUTIVE Dynamic and creative luxury retail management, sales and eCommerce executive with an in-depth understanding of the fashion, apparel and footwear industries. Seasoned leader with a proven ability to identify trends and opportunities that lead and grow brands, drawing on eighteen years of experience with a powerful clientele ranging from global fashion houses to high end entrepreneurial boutiques.

BRANDS WORKED WITH

- A'MAREE'S
- CELINE
- Fred Segel Madison
- Hermes of Paris ;
- Icon Shoes
- Marni

Experience



● WOMEN'S DEPARTMENT MANAGER

CELINE | Feb 2021 - Now

- Celine is a French ready-to-wear and leather luxury goods brand that has been owned by LVMH group since 1996. Founded in 1945 by Céline and Richard Vipiana, In 2018 Celine appointed Heidi Slimane as Artistic, Creative and Image Director.
- Exceeded our commercial target for each month for the entire fiscal year of 2021. Surpassed our annual goal by 104%. On track to another 40% increase for 2022
- Managed and motivated a sales team to provide the highest level of customer service in order to attain stronger loyalty and a higher retention rate from clientele. Provided all observations, feedback and strategies to Client Advisors Monthly touch bases.
- Coached the #1 Client Advisor for Celine in the Western Hemisphere to increase her sales by 90% for the fiscal year 2021.
- Provided weekly feedback reports from Power Bi to Regional Manager and Merchandise Team in New York and Central Paris on store's KPI's, qualitative feedback, future goals and needs for the week ahead.
- Supported the Visual Manager in planning, scheduling and executing an innovative, compelling and well executed visual environment with the express purpose of enhancing the customer's shopping experience and increase volume.
- Exceeded daily operational standards with effective utilization of our POS system Cegid and it's management functions as well as our OMNI channel for our E-Commerce.
- Partnered with our West Coast Training Director to secure and help execute all product and collection training as well as Celine selling ceremony to all staff. Securing successful Mystery Shop results with Celine Learning app completion rates.



● LUXURY SALES AND ECOMMERCE MANAGER

A'MAREE'S | Apr 2011 - Feb 2021

- A West Coast institution since the early 1970's, A'MAREE'S was founded by Nancy and daughters Apryl, Denise and Dawn, who have built this tiny boutique into a high fashion force that is unparalleled in America; and includes a high-performing eCommerce extension.
- Assisted in the orchestration of experiential and special events planning, including private parties and trunk shows featuring live music, catering through local purveyors, and overseeing a curated VIP invite list with prominent Southern California tastemakers. Oversaw product merchandising for each event, serving as a conduit between the designers and guests.
- Responsible for doubling the brand's eCommerce sales from 2013-2014 in all categories: clothing, shoes, accessories, and fine jewels.
- Directed the eCommerce operations and marketing relationship with Farfetch, a world leader in eCommerce: providing photographers with styling notes, curating and analyzing inventory, determining online seasonal product offerings, and overseeing shipping and distribution plans. Monitored customer satisfaction ratings, P&L and forecasting.

- Oversaw relationships with top clientele and provided input on purchasing decisions.
- Consulted on sophisticated buyer decisions with top designers: assisting in finalizing the buy and providing input based on knowledge of clientele.
- Managed separate buying streams for brick and mortar vs. eCommerce via customer analysis.



● ASSISTANT AND ACTING STORE MANAGER

Marni | Jul 2007 - Apr 2011

Marni is an Italian luxury fashion label founded by Consuelo Castiglioni. Marni's Orange County flagship store is located at South Coast Plaza, the upscale-luxury goods retail mall which boasts +\$1.5 billion annual sales - making it the highest grossing mall in the United States.

- Orchestrated the opening of this flagship Southern California location at one of the nation's most exclusive, high performance luxury retail malls.
- Responsible for the operational structure: training staff and implementing all systems, from IT to payroll, security, inventory, transfers, shipments and end of collection.
- Led the internal sales team by organizing and executing all projected sales goals for the location and sales associates; and conducted ongoing performance reviews to ensure fulfillment of sales targets.
- Participated in the Milan, Italy Fall Winter and Spring Summer Collection buying decisions, and provided input on Winter and Summer Collections.
- Educated sales associates on luxury retail correspondence, consignments and personal styling for discerning clientele
- Acquired vast and complete knowledge of previous and current collections, including technical fabrications, prints, designs and influences.
- Created visuals and merchandising per company standards and guidelines, including aesthetic value and sell-through of each category.

● ASSISTANT STORE MANAGER

Hermes of Paris ; | Jan 2006 - Jan 2007

Hermes is a French high fashion luxury goods manufacturer established in 1837 today specializing in leather lifestyle accessories home furnishings perfumery jewelry watches and ready to wear.

- Produced and executed all Hermes product knowledge meetings and corporate visits.
- Directed store operations: payroll, inventory, shipments transfers, IT and finance.
- Prepared speciality Podium books with sales associates for buying trips by store leadership.
- Maintained an exclusive clientele to drive and achieve the 2006 fiscal goal of \$9MM sales.
- Exclusive buyer for the Saint Louis, Puiforcat and La Table and organized high profile retail events, including La Table Home Tours; and cultural events throughout Orange County.
- Maintained a monthly reporting system for Hermes Corporate; with sales goals, trends, staffing community and marketing updates.



● NATIONAL SALES MANAGER

Icon Shoes | Jan 2005 - Jan 2006

In 1999, Icon introduced the world to art-printed leather shoes with the release of its Andy Warhol Campbell Soup Sneaker. Since then, Icon has proved a leader in designing and manufacturing luxurious, high quality, high-fashion shoes, handbags, and accessories.

- Managed all nationwide accounts for ICON shoes, including Zappos.com Responsible for doubling the brand's eCommerce sales from 2013-2014 in all categories: clothing, shoes, accessories, and fine jewels.
- Organized and executed trade show participation, including FFANY and WSA.
- Coordinated trunk shows and store events for accounts; provided design consultation.
- Collaborated with Arthur Beren footwear on the "Memoirs of a Geisha" film premiere.

● STORE MANAGER

Fred Segel Madison | Mar 1999 - Jun 2005

Fred Segal is a family owned luxury clothing and merchandise retail store in Santa Monica, California that is globally lauded for a discerning high-end clientele.

- Provided ongoing consultation to brand owners daily on footwear and accessories buying decision and sales trends for the store.
- Managed associates in a healthy commission based sales environment; and the organize of Fred Segal's highly anticipated bi-annual sale.
- Oversaw all operations, including shipments, transfers, banking, merchandising, hiring, stock, inventory and mailers.
- Built and maintained strong relationships with vendors, stylists and owners, including A-list entertainment industry actors, musicians and directors.

Education & Training

2032

● **GIA**

Applied Jewelry Professional , Gemology

2022

● **GIA**

Diamond Essentials , Gemology