



# Anna Champion

Senior Womenswear Buyer - All categories

Geneva, Switzerland

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Fluent)

## About

Over 15 years experience across e-commerce, wholesale, retail and franchise businesses both in the UK and in France. I am a native English speaker and fluent in French. Driven by results, I understand the importance of analysis, commercial awareness and communication. A proficient negotiator who strives to surpass objectives and a strong team player with substantial management experience. I believe in building strong relationships, both internally and externally, as the foundation of a successful partnership.

### BRANDS WORKED WITH

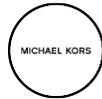
- Toward Sustainability
- Dweet
- 24s
- Lloyd Shoe Company
- Michael Kors
- Sarenza
- the Dune Group

## Experience

### ● Luxury Womenswear Senior Buyer

24s | Aug 2018 - Now

- Responsible for a portfolio of luxury brands
- Selection of all product categories in womenswear.
- Negotiation of commercial conditions; business model, distribution rights, exclusivities, discounts etc.
- Weekly analysis to maximise sales.
- End of season performance reports, Sales forecasts and OTB planning.



### ● Key Account Executive

Michael Kors | Jun 2015 - Jun 2018

- Responsible for Leathergoods in department stores in France and Benelux.
  - Negotiation of OTB to ensure progression in line with sales objectives.
  - Preparation and presentation of product selection by account based on sales results, planned budgets and in line with company strategy.
  - Maximising results (both sell in/sell out) through effective selling strategies and sales analysis on a weekly, monthly and seasonal basis.
- see less



### ● Senior Buyer - Private Label Brands (Interim)

Sarenza | Sep 2013 - Sep 2014

- Analysis of sales and profitability plus budget planning as well as strategy implementation for the division in line with company objectives.
  - Implementing collection plans across the 5 brands with focus on target consumer and profitability.
  - Trend analysis, product sourcing, development and negotiation.
  - Definition of brand strategy for the launch of SARENZA in AW14; including brand identity, target customer, pricing strategy plus development and sourcing possibilities.
  - Liaising with marketing, communication and commerce teams to ensure the successful launch of SARENZA across Europe.
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### ● Senior Buyer - International (Responsable Du PôLe International)

Sarenza | Dec 2010 - May 2015

- Responsible for a portfolio of 120 international brands.
- Selection of ladies and men's footwear.
- Targeting key brands as well as identifying new and upcoming labels.
- Negotiating commercial conditions, exclusivity agreements and distribution rights as well as marketing budgets.
- Maximising sales and profitability through weekly sales analysis; acting accordingly with repeats, promotions or product exchange in line with available OTB and contractual obligations.
- Analysis of sales, profitability and budget planning as well as strategy

implementation for the division in line with company objectives.  
see less

- **International Buyer**

the Dune Group | Aug 2006 - Dec 2010

- Managing all international franchise partners and wholesale division for all brands.
  - Ensure sales targets are met both nationally and internationally whilst upholding the brand identity.
  - Collaborate with the design team to develop new lines for specific territories.
  - Negotiating with suppliers to achieve target margins and critical dates.
  - Monitoring sales on a weekly basis and advising regarding repeats or promotional activity.
  - Managing OTB, margin, targets and expansion.
  - Oversee the critical path for all partners.
- see less

- **Junior Buyer**

Lloyd Shoe Company | Dec 2003 - Aug 2006

- Dorothy Perkins & Mackays.