



# Julie Girard

Paris, France

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## Languages

French (Native)

English (Fluent)

Spanish (Fluent)

## About

### BRANDS WORKED WITH

Worldwide

UK SCANDINAVIA & MIDDLE EAST, CHLOE

EMEIA (WHOLESALE & RETAIL)

Benelux

Chloé

International Visual Merchandising

Continental Europe

Galerías Lafayette Haussmann

## Experience



### ● WHOLESALE & RETAIL MANAGER WORLDWIDE

Dada Sport | Sep 2022 - Now

- Distribution strategy creation & implementation
- Responsible for reaching turnover targets (+46% achieved on turnover in 2023 vs equestrian & fashion markets in decline)
- Negotiation & implementation of pop-up stores, both in direct and via B2B accounts
- Maintenance and improvement of the network's quality (showroom management, trainings, assortment recommendations, KPIs & sell-out follow-up)



### ● WHOLESALE MANAGER UK SCANDINAVIA & MIDDLE EAST, CHLOE & SEE BY CHLOE

Chloé | Mar 2021 - Aug 2022

- Responsible for reaching turnover targets (monthly, seasonal & yearly) for the region
- Commercial unit management (10 people)
- Direct management of B2B partnerships in the region (multibrands, dept.stores, franchises, travel retail & pure players): performance analysis, distribution strategy, branded spaces negotiation, marketing plans creation, trainings etc
- Sales campaigns (x4/year): turnover projections, OTB negotiation, buys optimization in line with the Brand's strategy & image



### ● BUSINESS PROJECT MANAGER EMEIA (WHOLESALE & RETAIL)

Chloé | May 2018 - Mar 2021

- Creation, maintenance & improvement of trade reports
- Lead of an interdisciplinary project for commercial transformation during the Covid 19 (federation of 5 departments, research & implementation of omnichannel services)
- Participation in the yearly Strategic Plan development, including identification of growth levers (3-year timeline)
- Sales campaigns (x4/year): product mix recommendations, monitoring of targets' achievement (by category, by market), trends & best-sellers analysis, Top Clients' turnover monitoring (seasonal, yearly)



### ● WHOLESALE ASSISTANT BENELUX

Ralph Lauren | Jan 2011 - Jan 2012



### ● WHOLESALE & CORNERS MANAGER

Chloé | Mar 2019 - Oct 2019

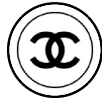
- Corners' management (6 dept.stores, team of 20 people): sales target elaboration, KPIs monitoring & management of the team
- Direct management of B2B accounts in the region
- Sales campaigns (x4/year)



● **SALES EXECUTIVE CHLOE & SEE BY CHLOE (UK, IRELAND, SCANDINAVIA, ONLINE)**

Chloé | Mar 2015 - Apr 2018

- Responsible for reaching turnover targets (monthly, seasonal & yearly)
- Direct management & animation of B2B accounts in the region
- Negotiations: branded spaces, marketing plans, sales conditions, capsules...



● **INTERNATIONAL VISUAL MERCHANDISING JUNIOR MANAGER, WATCHES & FINE JEWELRY**

CHANEL | Jan 2014 - Jul 2014



● **RETAIL ASSISTANT CONTINENTAL EUROPE**

Jimmy Choo | Jan 2014 - Feb 2014



● **SALES ADVISOR GALERIES LAFAYETTE HAUSSMANN**

Jean Paul Gaultier | Jun 2010 - Aug 2010

## Education & Training

2009 - 2014

● **ESCE Paris**

Master 2, International Business