



Sophie Trehoret

Now Freelancer

Ex Co-founder Maison Baum

Ex CMO at Repetto

Paris, France

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Links

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Languages

French (Native)

English (Fluent)

About

I'm leader in MARKETING, PRODUCT and COMMUNICATION, and assume my abilities to kick off a new business by my creative and leadership skills.

Success:

+ By reviving REPETTO brand and shoes collection, I've multiplied the turnover by 12 between 2003 & 2014.

+ By Creating from scratch MAISON BAUM brand and by finalizing comfy heel concept, I've created all the foundations to build and develop a strong and successful shoe business. 2018: 30KE launching, 2019: 550 pairs sold by crowdfunding campaign ==>>> 2018/2020: turnover multiplied by 40

BRANDS WORKED WITH

Devanlay / Jil Male Underwear Division

Maison Baum Permanent

Manufacture Bas & Collants Gerbe

Repetto Paris

Tights Gerbe

Experience

● Co-founder & CMO

Maison Baum Permanent | Jan 2018 - Feb 2022

Around a patented orthopedic insole, I gave life to Maison Baum Paris Berlin with the founder

+ Set up company principles (5 years strategy, Implementation plan, P&L, calendars, routine, responsibility distribution)

+ Create branding from scratch

+ Improve our product concept, follow up collection developments (from design to prototype validation)

+ Manage Portuguese production (forecast, purchase)

+ Kick off and refresh Shopify eshop in 3 languages, animate sales online with Marketing plan

+ Activate digital community by generating daily digital content

2018: 2 people in full time / Proof of concept with the first 100 pairs sold

2019: Team of 4 / Ulule 550 pairs sold / 1500 first clients

2020: Team of 8 / 5000 customers Tv show

It is 40-fold between 2018 & 2020.

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● Expert in Fashion Marketing & Product Offer Advisor / Executive MBA Global Fashion Management

| Jan 2015 - Dec 2017

+ Advising fashion brands on clarifying their global Marketing strategy and product offer.

+ Developing and launching new products categories (shoes, leather goods, jewellery, technical textile products).

● Marketing & Collection Director

Repetto Paris | Jun 2003 - Oct 2014

How did I contribute to the comeback of a sleeping beauty ?

==> MULTIPLICATION BY 12 OF THE TURNOVER OF REPETTO, between 2003 and 2014 <===

+ BUILDING A VISIONARY AND PRAGMATIC MARKETING

+ PROVIDING THE PRODUCT

+ PUTTING FORWARD THE CRAFTSMANSHIP

+ MARKETING

A 5-year-old plan + Operational follow-up actions, team, budget + Validation countries plans and Marketing needs

+ COLLECTION

Shoes, leather goods, ready-to-wear, dance wear.

Analysis of the market and the trends to develop the offer and define the collection plan + Conduct of the development (planning, budget, brief, colors, fabrics, sourcing, technical sheets, samples, production)

+ BRAND

Harmonising the brand, the products, the stores, the consumers + Create some buzz + Activate and coordinate the different tools as if they have always been there (windows, visual identity, concept of the stores, digital, visual merchandising, plan on and offline, retail and wholesale, events, newsletters, press office, lookbooks, packagings, collaborations, customization, multichannel, training course, ...)

MY STRENGTHS

- + Giving life to new obviousness about the products, services, concepts, organisations, operations
- + Bring fluidity to lead the realizations with success
- + Offer my multichannel expertise
- + Use my leadership to manage the creative, technical and marketing teams.

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● Chief Product Officer

Repetto Paris | Jun 2000 - Jun 2003

CLASSICAL DANCE & MODERN DANCE WEAR

- + Building a coherent, pertinent, and lucrative offer (textile, shoes, luggage, accessories)
- + Being in charge of the technical development
- + Adjusting a marketing to the sales and resales depending on different channels (catalogues, promotions, merchandising, purchases)

MY STRENGTHS

- + Refocusing brands and products on obviousnesses
- + Having a technical textile knowledge.

see less

● Chief Product Officer

Devanlay / Jil Male Underwear Division | May 1997 - Jun 2000

+ Define JILL's collections and launching it

MY STRENGTHS

- + Act in a complex environment
- + Bring a 360° approach to the products.

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● Department Stores Brand Manager

Devanlay / Jil Male Underwear Division | Feb 1996 - May 1997

- + Promoting and consolidating Jil turnover (15M€) in 1997 with 16 Parisian corners and a staff of 25 saleswomen
- + Referencing and negotiating with department stores

MY STRENGTHS

- + Managing salesteams
- + Buying and managing

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● Department Stores Brand Manager

Tights Gerbe | Jan 1995 - Feb 1996

- + Developing the turnover (€ 15M€) and the brands GERBE and Christian DIOR in 10 corners.

● Head Salesperson

Manufacture Bas & Collants Gerbe | Sep 1993 - Dec 1994

- + Managing JIL's corner in Bon Marché then Galeries Lafayette Hausmann department store.

● Fashion Operating Partner

| May 2022 - Dec 2022

Work with Repetto's executive management on product process. Find the missing profiles in the global organization (creative, marketing and technical needs).

Help marketing team on shoe/bag collections (from data analyzing and the brief to samples via prototype validation and marketing plan).

Education & Training

- 2014 - 2016 ● **Institut Français de la Mode**
Executive MBA, Global Fashion Management (Promotion 2015)
- 1990 - 1992 ● **Sup de Pub - INSEEC U**
MASTER MARKETING ET COMMUNICATION,
- 1987 - 1989 ● **ISCT**
BTS ACTION COMMERCIALE,