

Marion Grandrie

Head of merchandising & planning

Paris, France

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Languages

- French (Native)
- English (Work Proficiency)
- German (Basic)

About

14 years in Textile industry: Intimates, Ready-to-wear, Nightwear and Accessories. Skills: Management, Collection merchandising, Product development, Business analysis, Planning and forecast, Negotiation, Marketing, English. Would love to give new perspective to my career with new job especially in sustainable areas + smaller companies with growing challenge

BRANDS WORKED WITH

- Amazon
- Etam lingerie
- Fast Retailing Co.,

Experience



● Head of merchandising & planning Princesse tam.tam

Fast Retailing Co., | Apr 2017 - Now

- All departments
- Management of 5 people: 4 product managers and 1 business analyst.
- Global merchandising management: long and short term strategy definition for all categories of product.
- Leverage of each product manager on category business increase through strategy set up, product strategy, product development, budget definition, sales forecast and buying, competition and global market knowledge.
- Budget & Forecast : responsible for the global buying budget, and macro strategy for concepts and shapes, top down as well as bottom up visions through updated forecast.
- Discount strategy: responsible for the strategy of end of life.
- Constant improvement of tools for merchandising & planning.



● Vendor manager

Amazon | Jun 2016 - Apr 2017

- Departement: Kids & Baby apparel.
- Selection building and management : seasonal collection buying hand in hand with brands thanks to deep analysis of categories performances.
- Negotiation : new brands hunting. Work on profitability improvement of categories through development of a strong relationship with brands portfolio.
- Product development: development of white label items to complete the selection gaps.
- Marketing : collaboration with merchandising team and Media group to emphasize brands at best according to negotiated terms.
- Head of license development strategy on Apparel: development of relationship with makers, direct negotiation with license, representation of Amazon in dedicated congress and fairs, organization of meetings across EU partners to increase relevance and impact of license on the website and to negotiate stronger terms.
- Management.



● Buyer / Product manager

Etam lingerie | Oct 2009 - Jun 2016

- Departments: Legwear then Intimates
- Collection building : weekly sales analysis, seasonal report building with strategy for the department. Collection plan development, budget allocation within categories and products; follow up of buying engagement. Benchmarking and competitor monitoring. Designers briefing.
- Negotiation : picking of factories, preparation of negotiation strategy (target and cut off prices). Negotiation face to face with suppliers during biannual trips in Asia, and factories visits.
- Product development : in charge of the critical path follow up by each member of the team. Fitting session organization and "Ok look" management with designers. Color swatches approval.
- Business follow up: development of tools to help business monitoring

namely to help to follow flow lines at best, team teaching and process implementation with suppliers. Proposition of in-store actions helped by commercial and marketing teams.

- Marketing & Merchandising : in charge of packaging development for Legwear department: work on design with agencies, involvement in shootings, responsible for release forms. Merchandising strategy building with dedicated teams.

- Management.

Education & Training

- 2008 - 2008 ● **American University**
Spécialisation, Journalism
- 2005 - 2009 ● **Audencia business school**
Master, marketing
- 2003 - 2005 ● **Lycée Camille Guérin**
Classe préparatoire aux grandes écoles,