Adeline Dussart

Collection Merchandiser - Business Analyst

⊙ Lyon, France

Portfolio link

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Languages

French (Native)

English (Fluent)

About

Having a dual background in business (Neoma) and fashion (IFM Paris), I am keen to support transversality in business by breaking down the boundaries of management and creation.

With the brands:
- I define analysis and decision support tools for companies.
- I deliver a strategic analysis of data and establish recommendations as well as action plans.
- I analyze commercial results and implement monitoring and forecasting tools.
- I support your company to structure your collections in order to optimize your costs, increase your turnover and guarantee your profitability.

Having international experience and in different types of markets (luxury, high-end, entry-level), I bring a new perspective on your business model, offering tailor-made support.

BRANDS WORKED WITH

A.P.C.   Beeline   Theory   Thom Browne

Experience

District Manager Est France

Beeline | Oct 2019 - Feb 2023

    Management of a direct team of 35 mobile merchandiser - Execute a scalable workforce recruitment/succession plan for territory's mobile-merchandiser position, ensuring a fully-staffed and dedicated work team
    Business Results – Consistent positive results against sales, expense, operational, and talent objectives
    Customer Relationships – Strong relationships across customers, including key leadership at store level and one step above Market Insight (Clients from Textile and Food environment – Kiabi, C&A, Carrefour, Leclerc...)
    Providing market intelligence by ensuring beeline is aware of market trends, issues, concerns, that may impact the district Talent and Team Development
    Experience managing a remote team that utilizes technology to execute primary job duties and in an environment with moderate to heavy travel requirements
    Proficiency using a process-driven and regimented approach, proficiency with Excel and SAP; Demonstrated experience working in client-facing environment(s), with multiple and simultaneous customers/partners

Wholesale Sales

Thom Browne | Sep 2015 - Sep 2017

- Maintain and develop relationships with local partners
- Expertise and knowledge of the brand to maximize turnover among partners
- Lead commercial negotiations
- Organize & manage showrooms

Europe Retail Buyer

Theory | Jan 2015 - Jan 2017

Buying

    In charge of buying for Retail Europe (6 stores in London and Paris)
    Work closely with planning team in NYC to manage budgets and merchandise flow.
    Construction of budget per store category (location, clients, size)
    In charge of all promotional activity (markdowns, sales, returns...)

Marketing

   In charge of building the collection plan for the European market.
   In charge of overseeing visual merchandising based on sales and images.

Collection Merchandiser
A.P.C. | Sep 2012 - Sep 2015

Product
   Definition of the collection plan and follow-up of the production in association with the studio according to market needs (retail and whole-sale). Definition of prices per market.
Marketing
   Calculation of the purchase budgets for retail stores. Definition of the categories of shop (turnover, M ² and typology of shops). Proposal of core offers per store. Organization of the showroom and presentation of the collection
   Purchases for the retail stores (US and EUROPE). Follow-up of the production. Calculation of the margins.
   Training of the A.P.C. staff (retail and office) on the collections (development of tools and in store training)
Reporting
   Analysis of the performances of the collections. Recommendations to the studio (weekly, monthly, collection)
   Stock analysis and transfers from different markets to maximize the Sell Through.

Business Analyst - NY
A.P.C. | Sep 2012 - Sep 2015

   In charge of the qualitative and quantitative analysis of the collections (weekly report and end of collection analysis) on the US market (retail and wholesale). Creation of different follow-up instruments: analysis of the performances per products (denim and collection), statistics on e-commerce sales and construction of commercial tools.
   Monthly financial reporting of the market (cash flow, profit and loss, balance sheet), participation in building the 2012 and 2013 budgets, attribution of the budgets per store.

Education & Training

2009 - 2009   **Michigan State University**

   Master, Marketing Business

2008 - 2009   **IFM Institut Francais de la Mode**

   Master, Master in Fashion Business

2005 - 2009   **Rouen Business School**

   Master, Business Marketing