



Luiza Mendonça

Collection/Product Merchandising - RTW & Accessories

Paris, France

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Languages

English (Fluent)

French (Fluent)

Portuguese (Native)

Italian (Work Proficiency)

Spanish (Work Proficiency)

About

4+ years of combined experience in accessories design, development and merchandising, with a focus on leather goods.

Strong product knowledge and sensibility for capturing market trends. Good analytical skills and an appetite for sales and understanding consumer behavior.

I'm currently working at A.P.C. as Collection & Retail Merchandiser - Leather Goods, Shoes & Accessories.

Previously, I've had an enriching and diverse career path in fashion, going from LatAm's biggest fashion retailer to a high end artisanal leather goods brand to entrepreneurship in fashion and in tech.

Before joining the fashion industry, I've worked in advertising both in agency and freelance, building a solid experience in marketing and branding strategies and market research.

BRANDS WORKED WITH

A.P.C.

ASWAD

Lojas Renner S.A.

Experience



● Collection & Retail Merchandiser - Leather Goods, Shoes & Accessories

A.P.C. | Jan 2024 - Now

Collection & Retail Merchandising Assistant to the Accessories team (leather goods, shoes, jewelry and home goods).

- Collection briefs based on market trends, commercial needs, sales analysis and targets
- Ensure the following of the collection strategy (sizing, pricing, Retail/Wholesale offers)
- Collection monitoring (collection plan, price list, product description, samples follow up)
- Hand-in-hand work with Design, Development, Marketing and Sales teams (Retail and Wholesale)
- Elaborating an presenting trainings for Retail and Wholesale teams
- Participation in product launch strategies for the Self Care line as well as brand collaborations
- Preparation and assistance at buying sessions
- Weekly sales reports and specific analysis of styles, attributions or markets
- Regular follow ups with Production and Sales teams to ensure deliveries and distribution
- Participation in the definition of buying and assortment strategies
- Benchmarking



● Product Developer - Leather Goods

ASWAD | Sep 2023 - Dec 2023

Product Developer at Aswad, a high end independent leather goods brand winner of the ANDAM Accessories Prize 2021.

- Handbags prototyping
- Material sourcing (leather and hardware)
- Relationship with suppliers specially from Italy, Spain and Portugal
- Participation in the development of the Aswad's collaboration with London-based brand QASIMI
- Product strategy (pricing, distribution, next developments)



● Designer & Product Developer - Accessories

Lojas Renner S.A. | Aug 2018 - Aug 2021

Women's Textile Accessories designer & developer at Lojas Renner, one of LatAm's biggest fashion retailer, with +400 stores in South America.

+100% growth in sales in 2021 vs 2020 and vs 2019 in Women's Textile Accessories, being the highest performing category in the company compared to its yearly target.

- Trend forecasting and competitors analysis
- Color palette definition
- Defining the collection strategy (sizing, pricing, cluster assortments, marketing pushes) alongside the Buying team
- Material sourcing (wovens, knit, jersey and shoes/slippers)
- Samples follow up
- Sales performance follow up, with weekly store visiting
- Hand-in-hand work with Buying, Planning, Visual Merchandising and Marketing teams

● Merchandising & Product Development - Leather & Knitwear RTW

NULL&FILLED | Jan 2016 - Jul 2018

Co-founder of NULL&FILLED, a genderless RTW brand, focused on knitwear and leather outfits.

3rd place in the new talents contest Ready To Go 2017, promoted by Minas Trend Preview (Minas Gerais' fashion week).

- Product strategy (collection planning, pricing, assortment by cluster)
- Product development (sample and delivery follow ups, quality control)
- Sourcing (materials and suppliers)
- Relationship with suppliers
- Wholesale events organisation and showroom assortment

Education & Training

● Catholic University of Minas Gerais, Brazil

Master, Marketing

● Studio Berçot

Bachelor of Arts, Fashion Design