



Valentine Chung

Global Senior Merchandising Manager at Louis Vuitton - Men's Accessories

Paris, France

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Languages

English (Work Proficiency)

French (Fluent)

Vietnamese (Fluent)

German (Basic)

Chinese (Native)

About

Key strengths: High flexibility, Great autonomy, Strong analytical skills, Ability to work efficiently and deliver under tight deadlines and high pressure

Management a team of 5 people

Very good knowledge of luxury markets, fashion brands, WW market needs

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BRANDS WORKED WITH



Experience



● Senior Collection Merchandising Manager - Men's Accessories

Louis Vuitton | Jul 2021 - Now

- Head of Merchandising for Men's Accessories : all 7 categories (Belts, Textiles, Eyewear, Fashion Jewelry, Leather Bracelet, Fancy Accessories & Ties)
- Managing a team of 3 people : a Merchandiser & 2 merchandising assistants Recruitment, training, coaching and development
- Developing the collections by bringing support to the product teams from the Design brief to the editing of the collections
- Defining the assortment strategy by market / by cluster
- In charge of buying sessions with all markets: EMEA, America, Asia, Japan
- 360° transverse projects : CRM, Digital, Visual Merchandising, Training, Marketing, Supply chain



● WW Collection Merchandiser - Men's Accessories

Louis Vuitton | Jun 2018 - Jun 2021

- Defining the potential of the collection and assortment strategy
- Managing the product performance & sell-through optimization
- Defining the buying strategy / permanents offer in order to guarantee the business' growth
- Tracking of the deliveries and rebatch, optimization of the distribution of seasonal products
- Managing 1 person



● Women's Ready-to-Wear Merchandiser

Hermès | Sep 2017 - Jun 2018

- Working with the area managers in developing regions commercially (establishing new purchasing strategy, OTB definition and optimizing the Sell Through)
- Developing new KPI reports, weekly and monthly analysis, prepare buying reports
- Creating sales tools for fashion show collection and preview (order recommendations, exit list)
- Uniforms Project manager (collection plan, creating commercial operations and briefing note) and management of E-commerce prototypes
- In charge of showroom organization (sellers' briefings, back-office management)
- Working very closely with Development, Press and E-Commerce teams to identify new market opportunities and translate them into commercial merchandising initiatives



● Junior Women Shoes Collection Merchandiser

CELINE | Aug 2016 - Aug 2017

- Defining the prebuys of collections by size, by material (4 collections/year)
- Participating in the definition of collection structure: number of skus by line, by functionality, OTB
- Generating, analyzing and distributing sales reports: Sell-out analysis : quantity, value, avg price, ST% mix per line, nationalities etc. on a weekly, STD and YTD basis, jointly with stock analysis
- Showroom debriefs : best-sellers, variations vs. Cadrage, buyings trends differences between Retail/Wholesale, avg sell-in price ...
- Contributing to the strategic plan and budget (projections by line, development levers)
- Selecting and preparing markdowns
- Close work with Retail Merchandising and Supply Chain



● Costume Jewelry & Accessories Merchandiser & Product Manager Assistant

CHANEL | Jan 2016 - Jul 2016

Within the Product Assortment Team :

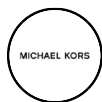
- Developing selling tools such as salesbooks, exit-lists (6 collections/year)
- Analyzing performances of retail sales (quantity, ST, best sellers) and monitored the buying
- Defining the replenishment offer while considering latest trends and seasonality
- Optimizing stock allocation and defined assortment for stores
- Participating in competitive research and conducted store visits to identify new trends
- Writting labels for the communication tools (web / ipad)
- Active participation during the showroom (product placement, coding, samples)
- Participating in strategic reflections on medium-term development of jewelery and accessories

● Hosiery Product Manager Assistant (DIM, Lovable, Playtex)

Dbapparel | Jul 2015 - Dec 2015

Product Development

- Participated in the development of collections in association with the stylist, R&D and local marketing teams
- Analyzed sales on the hosiery market, conducted competitors' studies (innovation, consumption trends) Packaging Development
- Realized packaging creations (agency briefing to impression), conducted consumer tests
- Permanent interaction with external agencies
- Realized sales support tools, and presentation Surveys & reporting
- Monitored and analysed the results of the category, in terms of sales / resales by country Software used: Kantar, GFK Project / Event Management
- Organized seminars, workshops for clients



● Sales Manager (Temporary Contract)

Michael Kors | Jan 2014 - Aug 2014

- Helped to set up the visual merchandising (collection Fall/Winter 2014)
- Weekly analysis of the brand performance
- Inventory and order management
- Advised international customers Achieved and exceeded sales target (+22%)

● Tourism Product Manager Assistant

Thomas Cook Group | Apr 2013 - Jun 2013

- Designed and created tourist circuits / travel projects
- Collaboration with the technical and commercial department
- Permanent interaction with clients (exchange on the phone, of emails in English language).
- Developed travel logs, product sheets (hotels) and travel guides
- Organized trips between providers and clients Prepared a project for a

trip to Vietnam (3-week tour) for a group of 30 retirees for an amount of 59 450 euros.

- **Sales - Fashion Advisor**

Smcp (Sandro, Maje, Claudie Pierlot) : Claudie Pierlot | Dec 2012 - Jan 2013

- Developed sales
- Stock control



- **Sales**

Galeries Lafayette | Jul 2012 - Aug 2012



- **Supermarket Section Manager**

Cora | Apr 2012 - May 2012

- Stock control