



Antoine Froger

Senior Retail Merchandiser

A Coruña, Spain

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Languages

French (Native)

English (Fluent)

Spanish (Fluent)

About

Accomplished international Product Manager, with 10 years of experience in the ready-to-wear retail industry. Structured and business driven professional with strong interpersonal and team skills. I gained a distinct aesthetic understanding for fashion on my journey working in the industry, together with high skills in retail business strategy optimization, planning and execution. I have developed a strong sense of analysis and decision making thanks to both a scientific background and the responsibility as Senior Product Manager with the industry leader company.

BRANDS WORKED WITH

Astier de Villatte

innéov International (L'Oréal & Nestlé JV)

Le Printemps Haussmann

Melinda Gloss

Pull&Bear

Experience



Senior Retail Merchandiser

Pull&Bear | Nov 2015 - Feb 2023

- In charge of optimizing markets sales performance by implementing and adapting the global Pull&Bear Women and Menswear's product strategy to their needs.
- Management of branches and franchises (Azadea, Alhokair, Apranga, MAP) in multiple areas: Middle East, Eastern Europe, Spain, Portugal, France, Latin America and South East Asia.
- Managed up to 30 stores over several markets, 50M€ Budget.
- Implementation and analysis of daily/weekly sales reports, ensuring KPIs on store/market level are met (sell through, stock turnover, mark-up, RFID info).
- Market analysis and forecast, collecting feedbacks from local teams, competition monitoring, identifying customers profiles and trends.
- Implementing commercial strategies involving all departments: designers, buyers, logistic, visual merchandising, area and store managers. Development of special collections and products based on local needs.
- Collaboration with Design and Visual Merchandising teams during collections development to ensure markets' needs are covered and to adapt the coordination to the markets' requirements.
- Pricing strategy: exchange rates, margin, over pricing, hook prices, competition prices, markdowns, Sale prices and cuts.
- Constant communication with local teams to optimize product development and placement, supporting the stores and area sales managers.
- Commercial actions: planning of promotions, Sale, peak of sales events (Black Friday, Back to School, Ramadan & Eid, Chinese New Year) with special collections, visual merchandising and advertising in store and synched with Online team.
- Store openings/refurbishing: selection of products and initial stock quantities.
- Stock management and consolidation between stores and markets.



Senior Salesman

Astier de Villatte | Aug 2015 - Nov 2015

In charge of the Sales at "Le Bon Marché" Pop up Store.

Flagship Store Manager

Melinda Gloss | Sep 2012 - Oct 2014

- 2 years 6 months Flagship Store Manager September 2012 - October 2014 (2 years 2 months) Ville de Paris, Île-de-France, France Team Management
- Human Resources: planning & recruiting
- Training of the Store Managers, Sales team and France-based retailers
- Actively coaching and leading the sales team to achieve consistently high standards
- Providing leadership, ensuring a positive team spirit, high personal achievement and developing trust and confidence within my team

- through tailored management and consistent support
- Ensuring that a clean, tidy and hazard free work area is maintained at all time Stock Management and Logistics
- Stock management in stores, wholesale and e-shop (deliveries, transfers) and follow-up on replenishment plans
- Receptions, transfers, restocking, inventories Reporting
- Providing senior management with feedback and recommendations for business improvement and development
- Regularly liaising with the Head Office, via weekly reports including daily analysis of figures and KPIs, and feedbacks in regard to merchandising, development, collection style, design, human resources and logistics Customer Service
- Customer-driven approach to sales based on the analysis of customer needs
- Providing consistent assistance and advice to optimise the client experience and satisfaction
- Private openings/fittings, home delivery, Made-to-Measure service, phoning/ mailing, special events, press partnerships, VIP private sales Completion to the brand standards
- Active contribution to the definition of a sustainable brand image as well as communication and marketing plans
- Lead on product placement and media plan recommendations and sponsorships (artists, events)
- Ensuring brand standards are applied and maintained in the store throughout visual merchandising, service and personal presentation Results
- Boutique turnover / global turnover: 25%, 31% growth/N-1, 11% growth UPT/ N-1, I exceed sales goals and standards of performance

- **Corner Manager**

Le Printemps Haussmann | May 2012 - Aug 2012

- **L'Oréal Regulatory Affairs/Safety Product Manager Assistant**

innéov International (L'Oréal & Nestlé JV) | Sep 2011 - Mar 2012

In charge of the Latin America Area (Brazil, Mexico, Argentina, Chile):

- Regulatory management of the registration/export of products to the area

- Regulatory support to the Marketing department (authorised claims) and the Resource & Development department (authorised ingredients and doses) Nutrition and health claims (EU):
- Involvement in the creation of claims in compliance with the 1924/2006 Regulation regarding nutrition and health claims
- Preparation of request orders for the application of approval of claims ISO 22000 Standard (international standard for food product safety):
- Definition of a listing process in collaboration with the Quality Control Department and Resource & Development Department to classify ingredients details
- Complete 90% of the ingredients database
- Re-certification audit successfully passed Safety and regulatory compliance of innéov products:
- Safety assessment and regulatory compliance (EU & Latin America) of the ingredients through creation of technical-regulatory documents on behalf suppliers Competitive and regulatory intelligence (EU & Latin America)

Education & Training

2010 - 2011

- **Danmarks Tekniske Universitet**

International Business Semester, Management de projet,

2007 - 2010

- **ESIEE PARIS**

Master of Technology,