



Ana Grigoras

Retail Merchandising & VM
Manager
Hèrmes Middle East

📍 Dubai - United Arab Emirates

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Languages

Romanian (Native)

English (Fluent)

About

Ambitious and goal driven Buying and Visual Merchandiser Manager with 7 years of experience in Luxury Retail across different markets. A strong communicator, team player and result driven professional with excellent knowledge of the fashion industry in Middle East and Eastern Europe.

BRANDS WORKED WITH

Hermès

KARL LAGERFELD

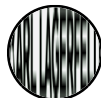
Experience



● Retail Merchandising & VM Manager

Hermès | Sep 2021 - Now

Leading a team of 6 Visual Merchandisers, 1 Senior Merchandiser and 1 retail specialist
Coordinate different VM activities to ensure brand's guidelines are implemented
Coordinate the VM activities for the non-permanent projects (Pop-ups, Retail Animations & Events)
Collaborate with Store Design, Communication and Retail Teams to reach the VM excellence in the region
Manage the collaboration with the HQ to ensure full alignment on retail animation projects, display techniques and fixtures usage
Oversee all the Retail Merchandising Tasks: conduct the buying process, manage stock and implement dedicated action plans to enhance the sales performances



● Junior Global Franchise Manager

KARL LAGERFELD | Feb 2018 - Jul 2019

Managed the development of the franchise network of +30 stores in Middle East, Russia, Eastern Europe, Korea and Thailand
• Monitored the KPI's of each POS, executed performance reports and designed strategic action plans with the partners
• Ensured the implementation of the brand's retail standards in coordination with the HQ and regional teams
• Coordinated the brand's departments (Marketing, Licensing, VM & CS) to facilitate the development of the franchise partners
• Created and delivered seasonal training programs to the regional teams
• Negotiated the seasonal OTBS based on the yearly retail targets
• Managed the seasonal sales campaigns and defined the buying strategy



● Global Franchise Coordinator

KARL LAGERFELD | Jan 2016 - Jan 2018

Managed 30 wholesale and franchise accounts
• Defined and executed performance reports for key stakeholders
• Monitored and coordinated the shipments based on global product launches and specific market needs
• Delivered product training programs aimed to elevate customer experience and create brand ambassadors in each market
• Sold the seasonal collections in the showroom and managed the OTB with the partners and ensured a qualitative buying for the regions
• Managed the usage of NuOrder (B2B digital selling platform) used by +250 Wholesalers before and during the sales campaign
• Worked closely with the merchandising team on defining key trends for each market



● Wholesale Intern

KARL LAGERFELD | Aug 2015 - Jan 2016



● Retail Merchandising Manager

Hermès | Sep 2010 - Aug 2021

Manage the buying and product assortment of 6 stores in Middle East for 8 departments ((Silk, Ties, Hats, Gloves, Fashion Jewelry & Belts, Perfume and Beauty)

Analyze all relevant KPIs and conduct the buying process

Monitor stock levels and process in-season process transfers to maximize sales opportunities and minimize risk

Build performance reports and implement strategic action plans

Identify key trends and commercial opportunities to facilitate business growth

Initiate exclusive product capsules for the market and collaborate with the brand's teams to ensure successful launches

Manage the collaboration with HQ to ensure full alignment on product launches and brand's retail merchandising guidelines

Deliver seasonal briefings to the stores to enhance their product knowledge

Leading a team of 2 people: 1 senior merchandiser and 1 retail specialist

Education & Training

2015 - 2015 ● Shanghai University of Finance

Exchange Program, Bachelor of Business Administration

2012 - 2016 ● The Hague University

International Business & Management, Bachelor of Business Administration