



Muge Pascal

Creative director & Founder

Paris, France

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Fluent)

Turkish (Native)

French (Basic)

About

Fashion professional for 10+ years experience in both product development, design and retail. Former Brand Director of Massimo Dutti.

BRANDS WORKED WITH

Betsey Johnson

BOYNER Department Store Chain

DEUX BEAUTES PARIS

INDITEX Group

Experience

● Founder & Creative Director

DEUX BEAUTES PARIS | Sep 2018 - Now

Launched Deux Beautés Paris in September 2018.

- Preparing and running the yearly budget with the finance team.
- Preparing and leading the new collection and its story.
- Forecasting the seasonal trends, inspirations and the sales performance of the previous seasons for final product decisions.
- Developing the line of colors and the fabric selection.
- Leading the fitting and the production until the sampling stage.
- Planning and leading the photo shoots.
- Managing the social media @deuxbeautes and the connection with influencers.
- Managing the website www.deuxbeautesparis.com and suggesting necessary updates.
- Identifying the target markets for age, geography, gender and socio-economic status.
- Coordinating marketing and advertising activities, attending expositions such as Who is Next in Paris.
- Leading the process of deciding correct stockists according to the image and the customer targets of the brand.

● Brand Director

INDITEX Group | Jan 2009 - Jan 2018

Started with the Uterqüe Brand of Inditex on January 2009 and transferred to Massimo Dutti on January 2014.

- Preparing and following the annual budgets.
- Researching and analyzing the competitors in Turkey and in the global market as well as the previous year's sales and key trends.
- Directly in touch with the clients and training the teams for the upscale customer service.
- Attending the collection meetings and analyzing the product, the fabric and making the proper decisions and ensuring that the collection meets the criteria and the needs of the Massimo Dutti customer.
- Placing orders for the stores in Turkey and ensuring that the product volumes and order flows are optimized in order to achieve target sales objectives.
- Observing the behavior of the products during the regular shop visits, preparing product reports and weekly transfers between stores.
- Managing new store openings; product buying, delivery of the product, store planning and coordinating the team.
- Controlling sales and hourly employee budgets as well as the general expenses of the stores.
- Analyzing stocks, comparatives and the sales reports weekly as well as supervising the distribution charts.
- Supporting international countries for new openings and other seasonal preparations.
- Ensuring that the Massimo Dutti image and the general objectives are maintained in the stores.
- Preparing seasonal trend analysis and trainings for the stores.
- Working with the Window and the VM team in order to transmit the correct image of Massimo Dutti as well as increase the sales.
- Preparing the PR activities with the Communication Department.
- Reporting directly to the Head Office in Spain and responsible of a team of 300 people in the region of Turkey.

● Buyer–Womenswear

BOYNER Department Store Chain | Aug 2005 - Nov 2008

Responsible of the imported brands and the private labels.

- Analyze the previous year's sales and the season's key trends in order to identify the principal sales requirements.
- To define the buying structure and select the goods within the budget that is defined by the planning & control department.
- Negotiate the prices and delivery dates with the suppliers.
- Garment purchase and place orders based on geographical attributes of all fifty two YKM stores and distributors.
- Prepare, launch and manage a private label. (follow each step of the development, production, garment circulation and marketing)
- Assure that the purchase order delivery schedule is met and suppliers are meeting contractual criteria to facilitate just-in-time delivery.
- Manage supplier performance for purchased products and assure that all aspects of the purchase to payment are maintained.
- Build strategy for cost reduction opportunities.
- Forecast, stock control, monitor sales and follow-up of the merchandise.
- Provide customer needs and assure satisfaction.
- Develop and execute trade relations with new/potential suppliers (pricing, profit margins, volume)
- "Prepare and present" analysis of the upcoming fashion trends to the stores and distributors.
- Regular store visits and a constant flow of communication with the store managers in order to receive necessary feedbacks.(product, customers, market)
- Prepare the brand layouts for the store openings.



● Assistant Designer, Design Department

Betsey Johnson | Jun 2003 - Aug 2005

Development and sampling of the upcoming collection.

- Responsible of the coordination of the backstage during New York Fashion Weeks.
- Sourced trims and fabric domestically and internationally as well as negotiated with pricing.
- Assisted Betsey Johnson during weekly garment fittings in order to adjust and improve the samples.
- Prepared trim and fabric sheets and worked interactively with the production department.
- Consulted and advised design on fabric selection.

Education & Training

1998 - 2002 ● Savannah College of Art and Design

BFA, BFA Fashion

1997 - 1997 ● Central St. Martins in London

Certificate, Fashion Design and Development