



# Aymeric de Beco

35 years of experience in Fashion, Luxury and Retail, 14 years as member of the Executive Committee: in support of the company's ambition, definition of the Offer, Buying and Supply Strategy and management of its implementation.

📍 78630 Orgeval, France

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## Languages

French (Native)

Italian (Basic)

German (Basic)

English (Fluent)

## About

35 years of experience in Fashion, Luxury and Retail, 14 years as member of the Executive Committee: in support of the company's ambition, definition of the Offer, Buying and Supply Strategy and management of its implementation.

### BRANDS WORKED WITH

Adebeco Consulting

Dior Couture, Lvmh Group

Galleries Lafayette

le Bon Marche, Lvmh Group

of le Bon Marche, Lvmh Group

Printemps

## Experience

### ● founder

Adebeco Consulting | Sep 2021 - Now

- Advise and support companies ( brands, retailers and e-players) in defining and implementing their offer, purchasing , supply and retail-strategy.
- Advise and guide players (investment funds, consulting firms,...) involved in luxury, fashion and retail.

### ● founder

Adebeco Consulting | Sep 2021 - Now

Advise and support companies ( brands, retailers and e-players) in defining and implementing their offer, purchasing , supply and retail strategy.

- Advise and guide players (investment funds, consulting firms,...) involved in luxury, fashion and retail. advisory mission for the MONTEFIORE investment fund: relying on my expertise in the different Fashion | Luxury | Decoration & Home sectors (macro vision and precise knowledge of brands):
- screening and presentation of the dynamics, trends and perspectives as well as the main brands of the different sectors: jewellery, shoes, leather goods, women's ready-to-wear, men's ready-to-wear, home decoration, ..in order to make precise and reasoned recommendations of companies in which to invest. consulting mission for an Italian women's ready-to-wear brand:
- analysis of the Women's Ready-to-Wear collection plan + detailed analysis of the products for the SS22 season: in order to make recommendations on: the balance between the different product categories, number of references, pricing, range of colours, improvements to be made to products including fitting and sizing, identification of points of strength and points of weakness,.....
- work on site in Italy with product and style managers and teams on the FW22 collection consulting mission for the SONIA RYKIEL brand:
- analysis of the Women's Ready-to-Wear collection plan + detailed analysis of products for the FW22 and SS23 seasons in order to give an opinion on the relevance of the collection in relation to the codes and values of the brand and their reinterpretation with regard to customer expectations and the competitive environment.
- relying on my Fashion & Retail expertise and "my buyer's eye": specific recommendations made on the SS23 collection: collection plan / balance between the different product categories / number of references / pricing / detailed analysis of each product / editing done in the showroom / work with the product teams and the style team / .....and identification of leads improvements for future seasons. current consultancy assignment: Clermont-Ferrand Massif Central European Capital of Culture 2028: support for the teams in charge of the Clermont-Ferrand candidacy project for the European Capital of Culture in 2028: construction of a common thread around "savoir-faire" on textiles and leather in the region in order to highlight these know-how as well as the worker and craft heritage + inventory of all these actors with a view then to federate them and make them participate in this event.



## ● Chief Merchandising Officer & Head of Buying, Direct report CEO

Printemps | Jan 2007 - May 2021

Member of the Executive Committee groupe PRINTEMPS Turnover: € 1.5 billion 19 stores Management of a team of 130 people, including 10 direct collaborators.

-Design the strategic positioning of the Offer (weight of the different categories, definition of the portfolio of brands and concepts, recruitment of brands)

-Manage relationships and negotiations with all brands (responsible for the gross operating margin)

-New Printemps Haussmann: from 2014 to 2018 complete redefinition of the Offer Strategy for the Men's, Home, Beauty and Children's categories , more than 20,000m2.

-Renovation of the entire store base and opening of 3 new stores, between 2008 and 2018: definition of the offer strategy for each store + design the whole Offer for the future store in Doha, Qatar, to open in 2022.

-Strategy "at the heart of Luxury" and implementation Printemps Haussmann:

-Strategic Challenges: consolidate the Luxury positioning and gain international customers.

-Opening of 3 new Luxury floors at the end of 2010 and recruitment of more than 50 new brands (including Louis Vuitton, Rolex, Goyard, Louboutin, etc.).

-Creation of many innovative multi-brand concepts: Luxury, Women's Fashion, Men's Fashion, Shoes, Beauty, Home,.....etc.

-Implementation of Category Management and Guidelines to improve the performance of assortments. 41 rue du Parc ORGEVAL

## ● General Merchandise Manager for Menswear and Children

| Jan 2005 - Jan 2007

Turnover: 250M€ Management of a team of 50 people

-Definition and implementation of the men's and children's offer strategy for the 17 stores.

-in charge of the CITADIUM project in 2007: complete repositioning of the offer to make it « the concept store for the mixed urban target aged 15-25 ».

## ● General Merchandise Manager for Menswear

| Jan 2003 - Jan 2005

Turnover: 200M€ Management of a team of 40 people

-Definition and implementation of the Men's Offer strategy for all stores.

-Modernization of the brand portfolio, new men's floors at Haussmann, bet on accessories and shoes.

## ● Director of BALTHAZAR, Menswear department

of le Bon Marche, Lvmh Group | Jan 1999 - Jan 2003

Turnover : 33M€ Management of a team of 80 people

-In charge of the P&L: design of the Offer and Commercial strategy (brand portfolio, private label ); in charge of the Buying's, Sales, Margin and Costs.

## ● Men's Products Group Manager

Dior Couture, Lvmh Group | Jan 1996 - Jan 1999

In charge of the entire Men's Ready-to-Wear collection:

-Collection plan design.

-In charge of sourcing: fabrics, products, and manufacturers.

-Price policy, margin and negotiations with manufacturers.

-Monitoring of production and delivery.

## ● Senior Buyer Menswear

le Bon Marche, Lvmh Group | Jan 1992 - Jan 1996

Management of a team of 30 people

-Development of the offer strategy for brands expressed in "store »; buying's, relationships and negotiations with brands.

-In charge of the private label.  
-Very strong contribution to the creation of the BALTHAZAR (new Men's Department) concept launched in 1994.



● **Buyer**

Galerias Lafayette | Jan 1987 - Jan 1992

## Education & Training

1984 - 1987

● **ECOLE SUPERIEURE DE COMMERCE DE PARIS (ESCP)**

Business School, Commerce