

Lauren Alric

Retail & Business Development

Barcelona, Spain

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

French (Native)

Spanish (Basic)

English (Fluent)

Swedish (Fluent)

About

Hard working and enthusiastic, I'm constantly looking for new challenges whether it's for professional or personal projects. I know how to bounce back from difficulties and to keep things moving forward in order to reach objectives and results. I love learning from others as well as sharing: best practices, advice, learning, passions and ideas. Capable of working autonomously & managing multiple activities simultaneously- Analytical skills -

BRANDS WORKED WITH

Eres (Chanel Group)

freelance

Happy Socks

Maison Kitsuné

Réard Paris

Experience



● Global Retail Operation Manager

Happy Socks | Aug 2018 - Jan 2020

Overall commercial responsibility of all directly operated retail stores
Setting up year budgets and P&Ls per store and control and follow-up
Analysis of store sales on a SKU level aiming on stock optimization
Recruitment & management of Store Managers and Sales Assistants incl. operations- and training manuals
Close co-operation with HQ Retail Buyer and Visual Merchandiser to ensure properly forecasted purchases are done, commercial and promotional calendar set by the HQ are implemented and visual merchandising plans are followed
Creating in-store activities, matching local holidays and festivities
Store visits & constant communication with store staff



● Commercial Director

Réard Paris | Apr 2017 - Nov 2017

Develop and implement commercial strategies according to company's goals and objectives aiming at accelerating growth
Conduct market research and analysis to create detailed business plans on commercial opportunities (expansion, business development, Pop Up, ...)
Assist in setting financial targets and budget development and monitor



● Global Retail Director

Maison Kitsuné | Jun 2013 - Oct 2016

Overall commercial responsibility of all retail stores
Setting up year budgets and P&Ls per store and control and follow-up
Analysis of store sales on a SKU level aiming on stock optimization
Recruitment & management of Back office team and Area Managers, Store Managers and Sales Assistants operations- and training manuals
Ensure properly forecasted purchases are done, commercial and promotional calendar set by the HQ are implemented and visual merchandising plans are followed
Creating in-store activities, matching local season collection and festivities
Store visits & constant communication with store staff

● Retail Coordinator

Eres (Chanel Group) | Aug 2011 - May 2013

Ensured the continued supply of the point of sales activities
Organised stores opening
Supported the Merchandising Service for there windows display
Organised stores events (Trunk Show, Incentives,...)
Responsible for the Post Sale Customer Service
Supervised construction & maintenance projects
Prepared the budget and to maintenance of it

● RETAIL & BUSINESS DEVELOPMENT

freelance | Feb 2020 - Now

ROUJE - Retail Development

Support on structuring the team and guidelines

HIGHSONBIETY - Retail & Partnership Development

Set up a retail structure

TAJINEBANANE - Wholesale, Retail & Partnerships Development

Growth +400% Wholesale turnover + Opening 15 new accounts