



# Marjorie Biawa

Retail Consultant - Fashion & Luxury Resale | Fashion Circularity Speaker

📍 Lyon Metropolis, France

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Fluent)

German (Work Proficiency)

## About

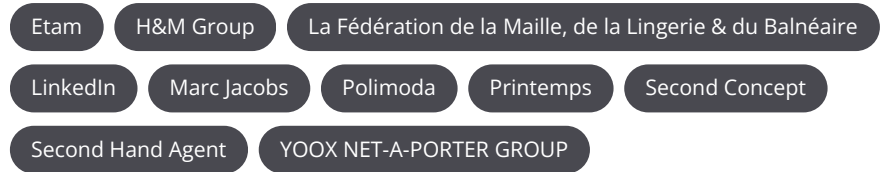
Proven Fashion & Luxury expert, 10+ years of experience on buying, merchandising, retail.

Experienced Resale entrepreneur, founded one conciergerie resale business that sold 1000+ secondhand items on various locations.

Today, combining my retail experience with my resale expertise to monitor and build resale innovative concepts for retailers.

For any inquiries,  
marjorie@secondconcept.fr  
<https://calendly.com/marjorie-biawa>

### BRANDS WORKED WITH



## Experience

### ● Corporate trainer - The State of Resale

La Fédération de la Maille, de la Lingerie & du Balnéaire | Jan 2023 -  
Implementation of the very first training program dedicated to the state of resale.  
Key tasks: content creation, teaching and follow-up.



### ● Managed Creator - Fashion & Luxury Resale

LinkedIn | Aug 2022 -

### ● Resale Consultant - Fashion & Luxury Retail Projects

Second Concept | Apr 2022 -  
FASHION CIRCULAR PROJECT MANAGEMENT.

My expertise:  
Circular project management: From ideation to implementation.  
Corporate training: Visual merchandising trainings, Retail workshops.  
French business expansion: Getting the keys to successfully enter the 1st European Resale Market.

Signed deals in 2022:  
Strategic reflection workshops for a French retailer.  
Resale market fairs implementation in the 3rd biggest French market fair.  
Implementation of the very first secondhand store in one TOP5 French Mall.  
Resale project study for an Middle-East multi-brand retailer.  
Corporate resale training, built in partnership with French Textile federations.

Regular host of resale conferences across Europe: France, Italy, Spain (+10 conferences hosted in 2022 alone)

More info: [marjorie@secondconcept.fr](mailto:marjorie@secondconcept.fr)  
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### ● Full-time lecturer - Circular Fashion

Polimoda | Jun 2021 -

Full semester course management for the "Fashion Circular Business Models" courses taught at both Undergraduate & Masters Degree levels.

- **CEO & Founder**

Second Hand Agent | Jun 2020 - Sep 2022

Door-to-door concierge service that resold what you no longer wear. Opened in 2021, closed in 2022.

What have I accomplished in only one year from 0 to 150 clients

Finalist project to the "Lyon Start-Up" competition, program managed by the Lyon Saint-Etienne Entrepreneurship Center.

Invitation to regional shows/fairs: Vintage Fashion Market, Foire de Lyon.

Ground expertise on how to resell fashion & luxury products: price elasticity, brand desire, use of platforms, consumer behavior depiction.



- **Multi-brand Buyer - Premium fashion & Home interior brands - Afound.com**

H&M Group | Jan 2018 - Mar 2020

Brand portfolio: Gucci, Stella McCartney, Burberry, Dior, Mickael Kors, Missoni, Coach, D&G, Valentino, HAY, Bloomingville, Birger, Linum, Missoni Home

Afound.com, powered by the H&M Group - Selling discounted fashion and lifestyle products, from both external brands and H&M group's own labels.

Overall management of both "Designer Deals" and "Home interior": buying, range planning and key account management.

Collaboration with Colette's multi-brand store: full buy-back of their overstock.

Recruited 50+ diverse partners, all alone.

Monitored business & technical integration of my suppliers on the marketplace, powered by Mirakl.

Managed one assistant buyer.

- **Fashion Buyer - French & Northern European markets**

YOOX NET-A-PORTER GROUP | Jun 2013 - Nov 2017

Brand portfolio: Balmain, Sonia Rykiel, Marc Jacobs, Ann Demeulemeester, Carven, Yohji Yamamoto, Vanessa Bruno, Iro, Paul & Joe, Sesun, Manoush, Antik Batik, Nat&Nin, Suncoo, Veja etc..

Buying and managing the best overstock from 100+ premium French and Northern European brands and other distributors. 250 orders per season.

Global sales and margin follow up: optimisation of the global business performance.

Business development: partners recruitment, key account management

Competitive benchmark & analysis on other outlet solutions running in the fashion industry.



- **Wholesale Coordinator**

Marc Jacobs | Dec 2012 - Jun 2013



- **Junior Product Buyer**

Etam | Apr 2012 - Sep 2012



- **Assistant Buyer**

Printemps | Sep 2011 - Feb 2012



- **Assistant Manager**

Printemps | Jul 2011 - Aug 2011

Management of three retail interns

## Education & Training

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- 2011 - 2011 ● **Université Laval**  
Exchange semester,
- 2009 - 2013 ● **TBS Education**  
Master's degree,
- 2007 - 2009 ● **Lycée Saint-Just**  
Preparatory school - Economics,
- 2002 - 2007 ● **International School of Lyon**  
Maths, Economics, English - Graduated with honors,