



# Jonathan la Morte

Retail manager in luxury environment

Brussels, Belgium

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## Languages

English (Fluent)

French (Native)

Italian (Fluent)

## About

Senior profile performing in different sectors such as luxury but also international organizations generating millions of euros

### BRANDS WORKED WITH



## Experience



### Retail Director

Maison Ullens | Oct 2022 - Now

1. In charge of the development of the 3 boutiques: Paris, New York City and Aspen: putting in place different commercial strategies, new business opportunities, creating new teams for each boutiques, 2. Developing each territory through wholesale and shop in shop in the US, in Europe and in the Middle East, 3. Implementing pop up stores according to seasons and demands in new territories such as the Middle East or in South Korea; working closely with personal shoppers in order to the extend clients' portfolio, 4. Creating and analyzing reports spreadsheets and sales statistics and make recommendations for improvements; organizing incentive, communication and business plan in order to promote the women ready-to-wear department, 5. Managing external PR and Press agencies(Benelux, Dubai and rest of the world) and nurture key media relationships, 6. Working closely with the zones to ensure an aligned communications strategy and implementation.



### Fashion Expert

Louis Vuitton | Mar 2021 - Sep 2022

1. In charge of the women ready-to-wear department for Belgium: developing strategies by extending the portfolio of clients, new business opportunities; 2. Supervising and training staff, review staff performance and offer constructive feedback; 3. Creating and analyzing reports spreadsheets and sales statistics and make recommendations for improvements; organizing incentive, communication and business plan in order to promote the women ready-to-wear department.



### Fashion Specialist

CHANEL | Aug 2017 - Feb 2021

1. Actively contributing to the development of the ready-to-wear department by extending the portfolio of clients; setting up a customer-driven approach proactively providing tailor made services; 2. Fostering fashion customers interest for CHANEL fine jewelry and watches department.



### Senior First Sales Associate

Dior | Nov 2016 - Jul 2017

Actively contributing to the development of new sales opportunities through campaign calling, CRM, networking and social media, events; animating a series of internal training, presenting novelties, exchanging best practices within the team.



### Boutique Manager

Montblanc | Mar 2016 - Oct 2016

1. Coaching sales team of 2 boutiques in Brussels and developing training plans for continuous performance improvement; 2. Maintaining and extending VIP client network; 3. Managing operation execution with the

Assistant Boutique Manager, staf organisation, daily motivation of the teams, plannings, KPIs and boutique running.

- **Senior Sales Associate**

Christian Dior | Nov 2014 - Feb 2016

Managing shoes and fine jewelry/'horlogerie' Department in order to guarantee Dior high standards (such as visual merchandising, reaching sales targets, schedule of call campaigns).

- **Communication Consultant Interim**

| May 2013 - Oct 2014

Freelance missions for non profit organisation and umbrella organisations lobbying to the EU Commission.

- **COMMUNICATION OFFICER - FOOD &**

BEUC - The European Consumer Organisation | Nov 2011 - Apr 2013

Leading role in implementation of BEUC lobby & campaigning activities conducting strategic communications plans for European actions (e.g. media campaign on origin labeling on food; health and nutrition claims; etc.).

- **Communication Consultant**

The Brand Consultancy FZC | Aug 2008 - Oct 2011

1. Leading teams on business development opportunities and manage proposal process ensuring accurate scoping/budgeting and managing resources within predefined budgets; 2. Creating & implementing "tailor made" business and strategic communication plans.

- **PRESS RELATIONS DIRECTOR / TEAM LEADER**

SUMO PR Agency | Oct 2003 - Jul 2008

Clients: Agnes B, Essentiel, DEGREEF, Lacoste, Bellerose, Annemie Verbeke, Fabienne Delvigne, Guess, etc. Leading Business Development of the company by diversifying its economic activities and broadening its services; identifying the strategy that supports clients' objectives, developing business & communication plans, effectively scoping and pricing of work.



- **PR & COMMERCIAL ASSISTANT**

Ralph Lauren | Sep 2000 - Sep 2003