



Roberto Cesaret-ti

Director at Saint Laurent

Paris, France

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Languages

English (Fluent)

French (Fluent)

Italian (Native)

Spanish (Basic)

About

- 20 years international experience across UK, France, Italy and Russia
- Opening of Flagships, development of business and Managers
- 12 Managerial direct reports and 17 Luxury Boutiques
- Transversal missions on digital business and optimization of the alterations process
- Trilingual

BRANDS WORKED WITH



Experience



● Flagship Director Avenue Montaigne

Saint Laurent | Jan 2018 - Now

- First boutique worldwide for turnover and business with VIC's
- 2022 +140%LY, 2021 +32% vs 2020
- Leading 65 staff members, 7 direct reports
- Close collaboration with buyers, VM, Ops, Retail Excellence, Events and CRM
- 25% increase in conversion rate
- Reduction of stockloss from 1.89% to 0.06%
- COVID 19 crisis management
- Developed close relation with key top clients
- Multichannel through .com and Farfetch



● Harrods Multisite General Manager

Kurt Geiger | Jan 2016 - May 2018

- Turnover £100M +25% vs LY
- 270 staff members across 17 concessions and online
- Retail calendar for pop ups, collaborations, clients events
- Refit and opening of boutiques
- Buying review and in-season buying



● Flagship General Manager Regent Street

Burberry | Jan 2014 - Dec 2016

- Turnover £35M +10% vs 2015
- 220 staff members and managing the Personal Shopping team
- Openings in UK and Russia: Covent Garden, Knightsbridge stores, Thomas Café, Gum, Vremena Goda
- Planning and execution of sales focused clients events
- Pilots on POS, MTO and customization, multichannel operations



● General Manager Dual Site Knightsbridge stores

Burberry | Jan 2012 - Dec 2014

Skills: Key Performance Indicators · Clientele Development



● General Manager Covent Garden

Burberry | Jan 2011 - Dec 2012

Skills: Key Performance Indicators · Clientele Development



● Multisite General Manager

Tommy Hilfiger | Jan 2006 - Dec 2011

- Cumulative turnover £5.2M
- Consistently delivering growth vs. BDG: FY0809 +6%, FY0910 +10%, FY1011 +13%
- Leading a team of 60 staff members

- Store openings and refits in UK and France: Regent Street, Carnaby Street, Champs-Élysées



● **Floor Manager**

Harrods | Jan 2005 - Dec 2006

- Turnover £9M +15% vs 2004
- Leading a team of 45 staff

● **Flagship Manager**

United Colors of Benetton | Jan 2000 - Dec 2005

Education & Training

1997 - 2000 ● **Università degli Studi di Urbino Carlo Bo**

Bachelor's degree,

1991 - 1996 ● **Istituto Tecnico Commerciale G. Spagna**

Diploma of Accountant and Commercial Expert,