



Karine le Lay

Retail Director / Retail Manager

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

French (Native)

English (Work Proficiency)

Italian (Basic)

About

An accomplished results-focused professional offering an extensive luxury retail experience in senior level leadership for international companies in Asia Pacific. Proven ability to manage multiple projects, leading a multi-cultural team to success and unify efforts to achieve business goals. Rising to meet new challenges, colleagues recognize me as an excellent team player with solid leadership paired with strong & transparent communication skills.

BRANDS WORKED WITH

CHANEL

Chloé

Cl&a Group Co. Ltd

Fendi

Hermès Greater China

Peoplesource Headunting

Wolf Lingerie Ltd

Experience

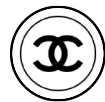


Retail Director

Chloé | Sep 2021 - Jun 2022

In charge of all aspects of the business retail operations / sales strategy and team management (62 persons) of 6 points of sales in Paris and Nice (Saint Honore, Montaigne, Galeries Lafayette, Printemps, Nice and La Vallee Village Outlet). Organizing all store operations, allocating responsibilities to boutique management team, supervising and guiding staff towards maximum performance.

- Preparation of the boutique teams for the launch of the 1st Collection of the newly appointed creative director Gabriella Hearst (Coaching, Dynamization). Able to reach the Monthly Sales Targets in Sept22.
- Support and development of the teams, performance analysis, improvement of each point of sales in terms of store overall maintenance, customer service and stock optimization.
- Multiple projects coordination with the EMEA Office Team (Operations, Training, Merchandising, CRM, VM, Supply, After-Sales Service and HR).



Retail Manager

CHANEL | Aug 2016 - Jul 2020

In charge of all aspects of the Fashion & WFJ business retail strategies, operations and team management (152 persons) of all 4 store locations in Bangkok (Siam Paragon, Central Embassy, Emquartier, Airport).

- Setting- up the monthly sales target per boutique and all monthly incentives based on the business needs and individual performance. Managed to increase the overall sales for the Thai market by 12% in 2018, 17% in 2019 and 20% in 2020 reaching Rank 7 in APAC in 2019.
- Able to set-up successfully the 1st Repair & After-Sales Center in Thailand and recruiting, training and managing a team of 8 persons.
- In charge of setting-up the Thai Customer Care Center based in Hong Kong by formulating retail policies that prioritize unique client experience and are compliant to the Maison values.
- Preparing and controlling each store's budget aiming for minimum expenditure and efficiency (boutiques expenses from F&B, packaging, uniform ordering and allocating to each store in timely manner and controlling any discrepancies versus budget).
- In charge of all aspects of the boutique maintenance, store improvements and renovations. Regular follow-up with external suppliers and internal architects on existing as well as newly renovated boutiques.
- Working very closely with every department (Marketing, PR/Communication, Merchandising, VM, Finance, Logistics, IT and HR) in order to best execute and achieve business objectives and work on transversal projects (e.g 360- degree orchestration) with local and regional teams based in Paris, Singapore and Hong Kong.
- Recruiting, coaching and motivating a store team of 50 persons and monitoring their attitude and level of service in the boutiques to reach excellent customer service at all times. Reviewing the individual annual yearly appraisal and setting up the KPIs for the following year for Manager level positions and providing an individual development plan with regular one-on-one discussion.



● Brand Manager

Fendi | Oct 2012 - Dec 2015

In charge of all aspects of the business in 2 major FENDI store locations in Jakarta (Plaza Indonesia + Plaza Senayan): Buying, Sales, Marketing, PR, Visual Merchandising, CRM, Stock, Deliveries, Team Training and Hiring to maximize revenues and profitability.

- Responsible for the OTB budget calculation by store and for the product selection in Indonesia during the yearly buying trip in Rome & Milan (4 times per year). Ensuring a proper allocation of merchandise by category and SKUs based on sales trends and demand of the market.

- Setting-up and monitoring the store/individual sales targets and ensuring a 100% sales achievement every month and every year. Managed to increase the total store sales by 50% since 2012.

- Responsible for the Marketing & Media Plan budget and submission to Fendi Singapore for approval. Implementing, controlling and reviewing all Marketing & PR activities within the marketing department for the year and in charge of the seasonal marketing in store events in Jakarta (4 times a year) including Model selection, F&B and product focus (closely monitored by Fendi Singapore). Ensuring that the brand is being featured with proper image and worldwide positioning according to global guidelines

- In charge of all reporting related to the brand performances on a daily, weekly and monthly basis (sales, orders, packaging, sell through, stock balance, deliveries, defect and quality) with Fendi Italy, Singapore and Hong Kong. Monitoring all daily reports sent to Fendi Singapore from the stores.

- Undertaking competition and store visits (weekly basis) as well as monthly store meeting to understand the local key issues for the brand and taking appropriate action. Managed to increase the monthly traffic in store by 49% and transactions by 20% since 2012.

- Recruiting, training, leading, coaching and motivating a store team of 25 persons and setting-up, monitoring their KPIs. OTHER WORK EXPERIENCE

● Branch Manager / Senior Search Consultant

Peoplesouce Headhunting | Oct 2009 - Sep 2011

Setting-up of the new branch in South Jakarta and achieving USD 120,000 profit after 1,5 years. In charge of the recruitment process for MNC Clients and managing a team of 4 persons (Danone, L'Oréal, Clarins, Unilever, P&G).

● Key Account Manager Europe

Wolf Lingerie Ltd | Jan 2006 - Jul 2008

In charge of European Clients and managing a team of 4 merchandisers. Achieving successfully account retention of 90% and generating repeat business via efficient client follow-up. Managing the needs/requirements of high revenue commercial accounts via an extensive follow-up procedure from the collection samples, bulk production to shipping to Europe.

● Project Marketing Executive

Hermès Greater China | Dec 2005 - Oct 2022

In charge of the coordination and supervision of a VIP event based in Bangkok for the Maison Hermès. Supporting the Marketing Director in all the strategies planned for the launch of the event as well as with external parties (Peninsula Hotel, French Embassy) to achieve the stated objectives.

● Marketing Manager / Brand Manager

Cl&a Group Co. Ltd | Jun 2000 - Aug 2005

In charge of a new baby clothing line to be launched in USA & Canada and managing a team of 2 Thai & 1 French designers.

- In charge of European clients (Baby Dior, Kenzo, Marèse, Jacadi, Catimini, Replay) and managing a merchandising team of 10 Thai persons.

Education & Training

- 1999 - 2000 ● **University of Letters & Arts of Valenciennes**
Post Graduate (Master2) in Negotiation & International Trade, Business Administration & International Trade
- 1994 - 1998 ● **University of Letter & Arts, Brest – France/University of Westminster**
Master Degree (L.E.A.), Business Administration & Foreign languages