



Sabine Chami

Commercial development -
Business development -
Wholesale specialist

Paris, France

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Links

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Languages

French (Native)

English (Fluent)

Arabic (Basic)

About

Experienced sales manager in premium & luxury fashion with 10+ years. Proven success in building commercial strategy, nurture business relations, driving revenue growth, and executing wholesale strategies worldwide. Fluent in French and English, with basic Arabic proficiency.

Working in a multicultural environment and in a family or niche fashion house is at the heart of my dynamic and personality.

BRANDS WORKED WITH



Experience

Commercial agent - Consultant

| Sep 2021 - Now

- > E-commerce project "HUmadeIN" - a sustainable selection of French "savoir-faire" ready to wear, cosmetics and small decoration.
- > Trained & supported Naja Saade, "a lebanese made to measure couture" designer in its wholesale development
- > Negotiated partnerships between European brands & a distributor in China
- > Bloomingdale's Paris Market Representative



Export Sales Manager

Weill | Jan 2013 - Oct 2020

- > Developed & executed Weill wholesale strategy in Asia, Middle East, Africa & Amercia: achived an annual turn over growth > 10% per year for 5 years
- > Build & animated a group of 40 clients + 6 agents & distributors worldwide
- > Negotiated and supervised, with the collaboration of internal and external stakeholders 13 openings of Weill Franchises and Shop in Shops.
- > Negotiated terms & agreements to close a partnership with a chinese distributor



Area Manager - Diesel Kids & Fred Perry

Beside Group | Jul 2010 - Dec 2012

- > Developed in collaboration with Diesel Kids and Fred Perry, the middle east commercial & marketing strategy
- > Executed the local strategies: opened new accounts, build & nurture relationship with 50 multibrands, departement store and Franchise parterns.



Area Manager - Middle East

Chalhoub Group | Jan 2009 - Jul 2010

- Middle east area manager for Antik Batik - Weill - Nina Ricci
- > Developed in collaboration with Antik Batik, Weill and Nina Ricci, the middle east commercial & marketing strategy for each fashion House.
- > Executed the local strategies: opened new accounts, build & nurture relationship with 50 multibrands, departement store and Franchise parterns.

> Analyzed markets, clients performance & feedbacks : managed to obtain regional adapted product categories, making Middle East the most important Turn Over for Weill.

> Opened the 2 first boutiques in Middle East for Antik Batik in Dubai & Kuwait city.

- **Sales agent**

Bluebretzel L France, | Sep 2007 - Dec 2008

> Delivered a custom made collection to Orange for French Rugby team support



- **Sales trainer**

L'OCCITANE en Provence | Jan 2006 - Jan 2007

> Trained sales associates on new lines & product on a monthly basis

> Exceeded the average annual turn over 5%



- **Commercial Assistant**

KENZO | Jan 2004 - Dec 2005

> Coordinated and animated a team of 25 sales associates

- **Marketing Assistant**

Samaritaine Paris Pont Neuf | Mar 2003 - Aug 2003



- **Marketing Assistant**

Ralph Lauren | Mar 2002 - Aug 2002

Education & Training

2023 - 2023

- **Les ateliers Gordon France**

niveau 1, Communication skills & conflict resolution methods

2022 - 2022

- **Google Ateliers Numériques**

Certification, Les principes fondamentaux du marketing numérique

2022 - 2022

- **La Ruche Saint Germain en Laye**

"Coup d'envoi", accompagnement et développement de compétences entrepreneuriales

2021 - 2021

- **CreActifs**

Certification Gestion pour non comptable, Gestion pour non comptable

2021 - 2021

- **CreActifs**

Certification Prévisionnel et Modélisation financière, Prévisionnel et Modélisation financière

2002 - 2003

- **IAE Paris - Est**

Master 2 Innovation Design and Luxe, Innovation, Design and Luxe

2000 - 2002

- **IAE de Lille, University School of Management**

Master 1 Marketing et Communication, Marketing Communication Culture

1998 - 2000

- **IUT de Paris**

DUT Information et Communication, Information & Communication

