



Alexandra Trivi

Women's Leather Goods Collection Merchandiser

Paris, France

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Links

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Languages

English (Fluent)

French (Native)

About

BRANDS WORKED WITH

Balmain

Ba&sh

Christian Louboutin

Éditions Tallandier

Givenchy

The Kooples

Experience



● Women's Leather Goods Collection Merchandiser Assistant

Givenchy | Jul 2022 - Now

- BAGS, SMALL LEATHER GOODS, BELTS, BAG ACCESSORIES & CAPS
SPRING 23 (267 skus), SUMMER 23 (298 skus) & FALL 23 (297 skus)
- Monitor and support the development of collections alongside the Studio and the Development team
 - Preparing the documents and tools for the monitoring of the collection (Collection plans, Modelarios, Overviews, Line List, Price list...)
 - Preparing the documents and tools for showroom (Brief, Material swatchbooks...)
 - Participation in all stages of development of collections (trend research, benchmarks, studio brief, launch plan, PLM launches, communication with manufacturers, reception of prototypes)
 - Definition of price targets regarding Small leather goods, Belts and Hats; Help with the price targets for Bags (Price mappings, Pyramid mappings)
 - Coordination with e-com team (shooting guidelines, coordination of 360° shooting)
 - Competitor analysis regarding prices, trends, products, communication



● Product Development Manager Assistant - RTW Embroidery

Balmain | Nov 2021 - Jun 2022

- MEN & WOMEN'S RTW EMBROIDERY COLLECTIONS:
- Management of the codification and creation of article files in PLM
 - Follow-up and control of the product reference system
 - Launching of prototypes with the fashion designers
 - Steering of sample orders
 - Follow-up of price targets with the designers
 - Management of fabric/supply allocations for the models and coordination of shipments to the suppliers
 - Participation in technical reviews
 - Updating of the various collection follow-up supports: boards / collection plans
 - Management of samples: verification of the conformity of the models, product labelling, etc.
 - Management and follow-up of sample invoices



● Global Marketing Assistant (Shoes & Leather Goods)

Christian Louboutin | Jan 2021 - Nov 2021

- MEN & WOMEN'S SHOES & LEATHER GOODS
- Coordination with Merchandising for priority products and accessories
 - Analysis of the collection's performance following buying sessions by zone and by country
 - Management and coordination of press kit orders
 - Definition and implementation of the animation strategy in autonomy in order to renew excitement around the iconic products
 - Development of marketing and sales tools: 360° calendar, training books, product reports, etc.
 - Coordination of marketing shootings



● Women's Shoes Collection Merchandiser Assistant

Christian Louboutin | Sep 2020 - Feb 2021

- Analysis of the performance of the women's footwear category
- Participation in the development of collections
- Management of sketches and photos during product development
- Participation in the setting up of the sales showrooms
- Product selection for communication
- Realization of showroom sales tools (product catalog, line list, material swatchbook...)
- Reception and follow-up of prototypes during the showroom (product inventory)
- Competitor analysis regarding prices, trends, products, communication



● **Marketing & Communication Assistant**

Éditions Tallandier | Sep 2018 - Sep 2020

- Project manager for the redesign of the website (Wordpress)
- Sales analysis
- Realization of the sales pitch
- Realization of communication supports (press releases, posters, programs)
- Follow-up and realization of advertisements, catalogs and POS
- Creation of newsletters (Mailchimp)
- Creation of content for social networks (Facebook and Instagram)
- Organization of press events
- Impulse and follow-up of press reviews
- Elaboration of the press reviews
- Management of press kits

● **Sales Advisor**

Ba&sh | May 2017 - Apr 2018



● **Sales Advisor**

The Kooples | Nov 2014 - Mar 2015