



HUI MA

Contact:

32 Rue Piat
75020 PARIS

+33 6 50 00 34 85
hma@ifm-paris.fr

Age : 25

LANGUAGES

Chinese - Native

French - Fluent : DALF C1

English - Fluent : IELTS 6,5

Japanese - Beginner

SKILLS

Photoshop, InDesign

Excel / Numbers

Word / Pages

Powerpoint / Keynote

Final Cut Pro / iMovie

PLM, Power BI - daily use during
internship at LV

INTERESTS

- Fashion & Art : Private viewing Catherine Deneuve x YSL Auction; Exhibition Grayson Perry; Fondation Louis Vuitton - Jean-Michel Basquiat; Fondation Cartier - A Beautiful Elsewhere Shanghai; Christian Dior - Couturier du rêve
- Chinese calligraphy
- Cinema and video clip
- Music : Erhu & Art of vocal

EDUCATION

09.2018 - 06.2020

Institut Français de la Mode (IFM) – Master Management of fashion and luxury

- **Concentration on fashion products and collection merchandising**

Conception & fabrication cycle of ready-to-wear - ECSCP

Collection merchandising - Saint Laurent Sac de Jour case

Voyage of textile and confection (Hermès Atelier AS, Grandis Couture Chanel et Louis Vuitton Malletier)

- **Projects**

Workshop "Act of Creation" - Issey Miyake

History and Strategy of Creative Brands - Balmain

Marketing Case - Atelier Cologne, Group L'Oréal

Atelier of Creativity - Innovation of client experience, Christian Dior Perfume

- **Honors :**

01/2019 Interview face to face for *le think tank Chanel beauté*

10/2018 First prize of HACKAMode Paris 2018 - Future Client Experience

09.2016-06.2018

University of Paris Diderot (Paris 7) – Department of Applied Foreign Languages

Bachelor International Commerce

PROFESSIONAL EXPERIENCE

Louis Vuitton Malletier

09/2019 - 02/2020 : 6 months, Paris

Assistant Project Manager & Style Coordinator Leathergood

- **Collection and product development:**

- Collection development for the Show FW 2020 Men

- Production development for 20 international events & a brand new Men's catalogue

- Creation and follow-up of collection development materials (nomenclature and SKU plans, etc) for both Women's and Men's collection in PLM

- Proposition and validation of material and colour references with designers

- Materials supply for composing fabrication kits

- Management of prototypes for various needs

- **Project management :**

- "Resee" / Creation of sales materials in PLM for opening buying session of VIC the next day of the show; Coordination between merchandisers and production sites following the sales at showroom

- "Now Yours" and "Men's Events" / Weekly delivery status follow-up and weekly sales analysis of a brand new Men's collection and ongoing international men's events

- **Other missions :**

- Consolidation of sales analysis concerning product performances on a global level and weekly/monthly basis

- Competitor analysis (competitive intelligence, price positioning, market analysis, etc.)

- Regularization of orders and manufacturers' invoices

Languages used : french and english

MONSE

06/2019 : 1 week, Paris

Assistant showroom

- Presentation of collection : Resort 2020

- Organisation of showroom

- Sales and administrative assistance

Language used : english

Mood Inc.

02/2020 - 09/2020 : Paris

Style & retail live-streamer (Concept store BDC Paris, Rosae)

- Organisation of live shows (selection of products, communication strategy creation, etc)

- Style & fashion tendency analysis

- Presentation of products selected through live show broadcasted on social media to optimize sales

Languages used : chinese and english