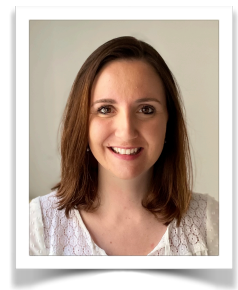


EMMANUELLE DE CAMARET

+33 6 12 74 89 95 - edecamaret@gmail.com

65 rue Saint-Honoré 75001 Paris

Date of birth: 08/23/1985 - Driving licence



.....
**A highly competent, motivated professional with an experience
of 13 years in the luxury fashion industry.**

Strong wholesale and retail experiences.

Communication and negotiation understanding of business core strengths and weaknesses.

I thrive for customer relationship and team work.
.....



EDUCATION & QUALIFICATIONS

ESMOD PARIS 2007-2008

Master Fashion Business

Fashion & Marketing

ESC Dijon 2004-2007

Programme ACI

Negotiation Major



June 2019 : **PSC1**

Emergency first-aid training

Croix-rouge française



DIGITAL SKILLS

Pack office PC/ Mac

Colombus retail

Cegid Business Mode

Porini TEX/ 400

IMovie



LANGUAGES

French mother tongue

English fluent

Spanish basic

Italian basic



INTERESTS

Travels, Pilates, Movie making,

Theater (12 years)

EXPORT SALES REPRESENTATIVE CDI 2012- 2019

Leonard Paris

Wholesale business relationship :

- Planning of the sales strategy closely with the CEO and CFO to define and develop effective sales and partnership.
- Building business development to maintain a high standard of relationships with potential and existing customers. Portfolio of 45 multi-brand boutiques, 8 Leonard boutiques and 2 asian distributors (70 shops or department store corners).
- In charge of the partnership with our 4 selling agents (daily exchanges): sales objectives, product training and story telling of the brand's latest collections.
- Client support, merchandising advice and many visits to the Leonard distribution network.

Coordination of sales period during Fashion Weeks:

- Appointment booking and travel with the collection to Paris, Milan and Düsseldorf for sales sessions.
- Building of sales argumentation and creation of content to highlight the « key silhouettes » of the collection.
- In charge of stewardship of the showroom, sales and merchandising of the collection (4 times/year).
- The follow up of the deliveries, payments and customer service.
- Organizing of « samples sales » (4 times/year).

Wholesale and retail analysis:

- Analyzing and sales reporting, sell thru, and KPI to the CEO.
- Consolidation and reports feedbacks from selling agents and boutiques.

Marketing Mix :

- Analyzing of the competitive market every season.
- Realization and validation of the collection plan and pricing with the business team and the studio.

ASSISTANT MANAGING DIRECTOR CDI 2010- 2012

Barbara Bui

- Success in exceeding turnover objectives. (+ 50% vs N-1).
- Personalization of sales with a challenging clientele with high standards.
- Organization and updating of CRM system to achieve sales targets and objectives.
- Management of staff, support and leadership to help them to create a motivated team and increase the sales.
- In charge of daily product merchandising, inventory and cash register responsibility.

STORE MANAGER CDI 2009- 2010

Jérôme Vermelin & Akbar Delights

- Sales and promotion of high quality and hand made products.
- Planning of events and partnership with designers and artists.
- In charge of daily product merchandising, inventory and cash register responsibility.

EXPORT SALES REPRESENTATIVE CDD 2009 (4 months)

Delphine Murat

- Prospect of multi-brand shops and department stores to invite them to the showroom.
- Sales to wholesale and retail customers: presentation of the brand, negotiation and customer service.

EXPORT SALES ASSISTANT Internship 2008 (4 months)

Showroom Seven NY

- Prospect of multi-brand shops and department stores in Europe.
- Promotion and sales of the brands represented in the showroom during NY and Paris Fashion Week.
- Negotiation of sales conditions and assistance in meetings to elaborate a trade development strategy.