

## Fashion Buying & Merchandising For Luxury, Fashion, Creative Industries

Specialized in buying and merchandising for fashion and creative industries. Analytical problem solver, with experience in the fashion industry in various markets (Europe/ Latin America) and various sectors inc. retail, Customer Service, Visual Merchandising, PR & Marketing, events, sales, casting agencies. Proactive team-player and creator of own ethical fashion brand in Panama.

### KEY SKILLS

Buying  
Merchandising  
E-commerce  
Visual Merchandising  
Sustainability  
CRM

### EDUCATION

#### Fashion Business and Buying Istituto Marangoni

Milan | Oct 2017 - Jun 2020  
-Elected Course Representative for all Business Classes  
-Selected by my peers to deliver the Commencement Speech at Graduation

### LANGUAGES

English | Fluent  
Italian | Intermediate  
French | Fluent  
Spanish | Native

### SKILLS

Photoshop  
Illustrator  
InDesign  
Acrobat  
Excel  
PowerPoint  
Word

# VIVIANE HILAIRE

French Passport Holder | +39 366819140 | v.hilaire@gmail.com | Corso di Porta Vittoria, 58, Milan, Italy

## WORK EXPERIENCE

### Founder

#### Munda [\(IG: @munda.panama\)](#)

Panama | Sept 2019 - Present

- Digital**-native **ethical** brand innovating and modernizing indigenous techniques
- Founder and creator of the brand Munda
- Head of **operations** and design and social media manager

### Sales Assistant

#### UNode50

Milan | Jun - Aug 2019

- Maximizing sales by meeting targets and KPI goals
- Overseeing the stock and the **visual merchandising**
- Assisting **customers** from all over the world

### PR & Marketing Intern

#### Asvat Group

Luxury franchiser of Ermenegildo Zegna, Tiffany&Co., Jimmy Choo, Paul Smith, Etro, Giuseppe Zanotti in Panama, Colombia and Chile

Panama | Nov 2016 - Jan 2017

- Tracked and assisted in all **CRM**, Online and Print Advertising efforts
- Assisted in organizing and executing the Store Opening of the Tiffany & Co. boutique, holiday events and promotional activities of all brands

Promoted to:

### Junior Pr & Marketing Coordinator

Panama | Jan - Aug 2017

- Designed the company's guidelines for all PR events and activities
- Planned and executed multiple events with positive ROI's such as Private Sales, Store Openings, PR activities...
- Supervised **visual merchandising** activities for all stores in the group

Promoted To:

### Buying Assistant

Milan, London | Nov 2017 - Jan 2019

- Assisted in the **buying** process at showrooms for Etro, Ermenegildo Zegna and Emporio Armani in Italy and Paul Smith in London for franchised monobrand stores in Latin America

### Production Intern

#### Loro Piana

Varallo, Italy | Oct 2018

- Assistant at Les Journées Particulières held by LVMH at the Loro Piana factories
- Hosted interactive activity with visitors regarding textile recognition and assisted in the tours about production processes and raw materials

### Store Director Intern

#### Hermes

Panama | Jul - Aug 2018

- Assisted **customers** from the beginning of their experience through checkouts focusing on building post-sale relationships
- Helped in the execution of product launch events, CRM activities and in-store **visual merchandising**

### Backstage Assistant and Dresser

#### Fashion Week Milano

Milan | Feb 2018 - Feb 2020

- Backstage service during Milan Fashion Weeks for Jil Sander, Hans Kjøbenhavn, Islamic Fashion & Design Council's Modest Soiree at the Fashion Library and others.

