



# Virginie Laloux

International Sales Director

📍 78600 Maisons-Laffitte, France

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## Links

[LinkedIn](#)

## Languages

- English (Fluent)
- French (Native)
- Mandarin (Basic)
- Spanish (Basic)

## About

Over 18 years experience in international development within the fashion industry  
 Multichannel development (Offline/Online - Franchisees/ Distributors/ Agents/ Department stores/ Selective multibrands stores)  
 International background - IFM Textile & Fashion Management Post Graduate - 360 vision, proactive, adaptable, intrepid, agile, caring & team leader

### BRANDS WORKED WITH

- The Kooples
- PETIT BATEAU
- MANNING CARTELL
- Jetlag Fashion Agency - Repetto, Jerome Dreyfuss, Chie Mihara, Les Petites, Redline etc...
- 2 successive Brands: Willow Ltd & Akira Design Studio
- IKKS
- Maersk Line, Limited
- Sodispam - Chain of Supermarkets
- Printemps

## Experience



### ● International Sales Director at The Kooples

The Kooples | Dec 2023 - Apr 2024

- Executive board member
- Leading a team of 3 senior managers & 3 regional managers
- Development of the Wholesale & B to B business worldwide (multibrands, department stores, agent/ distributor, franchise partners & affiliates)
- Management of the outlet stores network (21 stores / Sellout > 30M Euros)
- Management of the flash sales events team



### ● Senior International Sales Manager

PETIT BATEAU | Jan 2016 - Nov 2023

- Successive management of Middle East/ Asia, Americas, Africa,/Balkans areas
- Management (Online/Offline) of 30-50 stores per area
- Sellin per area: 5 - 9M€ / Sellout per area: 15-30M€
- 360° monitoring: buyings, supply, finance, legal, architecture, VM, marketing & digital
- Development of the network profitability (budgets, BP, P&L, OMP) & definition of the 3-5 years export strategy
- Prospection, new franchisees project assessment, contract negotiations
- Management of 2 area managers & supervising 2 ASS managers



### ● Consultant on Export Sales Strategy

MANNING CARTELL | Feb 2009 - Dec 2009

- Australian luxury ready to wear brand
- Conducting US & UK market survey for Manning Cartell & Lover
- Identification of key stockists + key sales & PR agencies
- Proposal of a 3 year business plan

### ● Founder & Managing Director of a Fashion Wholesale Agency for Australia & New Zealand

Jetlag Fashion Agency - Repetto, Jerome Dreyfuss, Chie Mihara, Les Petites, Redline etc... | Jan 2007 - Jun 2015

- Management of a wholesale agency (High-end European brands) in Australia & New Zealand
- Brands : Repetto, Jerome Dreyfuss, Chie Mihara, Marie Seguy, Redline, Jack Gomme, Les Petites, Soun
- Sourcing best matching European brands
- Development & management of a high-end distribution network of multi brands and department stores

- Wholesale account management, negotiation
- Establishment and follow up of a strong marketing & PR strategy per brand
- Business plan and seasonal budgets & reports to brands HO

- **International Sales & Marketing Manager - Couture Womenswear**

2 successive Brands: Willow Ltd & Akira Design Studio | Jan 2002 - Nov 2006

- Developing new market shares worldwide through renowned boutiques & department stores
- Sourcing & managing a network of sales & PR agents in USA, UK, HK
- Implementing a marketing strategy
- Defining & achieving budgets
- Organizing sales campaigns during NY, London, Paris, Sydney & Melbourne Fashion weeks
- Monitoring sales performances in key retailers & Akira own stores
- Managing a sales & logistics team & PR agents



- **Junior Product Manager**

IKKS | Sep 2000 - Dec 2000

- IFM post graduate work experience
- Following up production & liaising with design team to respect deadlines
- Establishing the VM plan
- Analyzing KPIs in franchisees stores



- **Marketing Manager**

Maersk Line, Limited | Jun 1998 - Jul 1999

Developing and running the marketing strategy  
 Buying promotional items for West African subsidiaries  
 Organising special events & direct marketing operations  
 Conducting trade and competition studies for reporting to the Danish headquarters

- **Buyer & Marketing Manager**

Sodispam - Chain of Supermarkets | Jun 1996 - May 1998

- Sourcing & developing health-beauty product range
- Negotiating terms & establishing retail prices
- Analyzing KPIs
- Participating to the chain image conception
- Organizing promotional events & advertising campaigns



- **Market Study on cosmetics**

Printemps | Feb 1996 - May 1996

Develop a market study for the cosmetics habits of the Taiwanese

## Education & Training

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1999 - 2000

- **Institut Français de la Mode**

Post-Graduate Diploma in Fashion & Luxury Management,

1993 - 1994

- **University of Portsmouth**

Diploma in Languages and International Trade,

1992 - 1996

- **Faculté des Affaires Internationales du Havre**

Master's Degree in International Trade, major in Trade with Asia,