



# Alice Cavazzuti

Retail Manager

📍 Milan, Metropolitan City of Milan, Italy

✅ Alice's availability **should be discussed**

[Portfolio link](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Leadership (Advanced)

Performance Improvement (Advanced)

Relation Management (Advanced)

Organization Skills (Advanced)

Product Sensitivity (Advanced)

Time Management (Advanced)

## Languages

English

Italian

French

German

## About

BRANDS WORKED WITH

Dolce & Gabbana

Dolce & Gabbana S.R.L.

La Fenice Srl

## Experience

### ● WRTW Global Retail and Collection Merchandiser

Dolce & Gabbana | Nov 2021 - Now

After 3 years of Buying experience I moved to the Merchandising Department. Main duties:

- Collection Plan based on sales analysis, market trends, brand strategy and image
- Collection Briefing to the Style Department
- Price range definition from Industrial Cost to Retail Sell Out for specific commercial requests
- Sell-In and Sell-Out analysis
- Collection Presentation to Retail and Wholesale departments
- Training Manual definition and presentation
- WW Regions guidance to guarantee the proper product mix according to the market needs
- HQ Merchandising Team coordination on daily and weekly uptime duties and mansions Constantly cooperating with several departments such as Retail, Buying, Visual Merchandising, Style Department, Product Office, Production, Customer Service, Marketing



### ● WRTW Buyer

Dolce & Gabbana S.R.L. | Dec 2018 - Nov 2021

I've started as an intern in Kids department, after 4 months I've been promoted to Women's Ready To Wear Buyer. Main duties:

- Store orders creations - directly responsible for the Buying Strategy of 10 European doors, managing an average 15M€ budget per year
- Sell-Out analysis through the main merchandising KPIs
- Competitor's analysis
- Partnering with the store managers and retail directors to guarantee the proper product mix according to the market needs and to implement regional ad hoc actions to boost sales
- Conducting seasonal trainings on the European business both on a quantitative (sales performances and KPIs) and qualitative (product presentations) level
- SWOT analysis Constantly cooperating with several departments such as Global Merchandising, Visual Merchandising, Retail Marketing, Operation, Customer Service

### ● Account Manager

La Fenice Srl | May 2018 - Dec 2018

As an Account Manager I was in charge of recruiting, launching and account managing retailers, setting them up sellers for success and delivering new business growth.