



Veronique Char- mant

Fashion Accessories & Jewelry
Consultant / Design / Sourcing /
Product Development / Buying
/ Product Management

Paris, France

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Languages

French (Native)

English (Fluent)

German (Basic)

About

I am a leader with 18 years+ experience in buying, product management, sourcing and product development, with extensive skills and experience acquired in luxury and premium brands, concept-store, fashion omni-channel retailers, and tradings in Europe and APAC, across Fine Jewelry, Fashion Jewelry and Accessories sectors.

I design, create, plan, deliver and execute successful strategy, creative and commercial consumer-centered profitable collections at the right time.

My passion is Jewelry from luxury to costume jewelry.

I am an adaptable, authentic, joyful, agile, creative, strategic and innovative servant leader, committed to honesty, transparency, hard-work and improvement of processes.

Knowledge and key competencies acquired:

- Leadership and Management
- Trends forecast & Analysis
- Design inputs
- Sourcing, Product Development
- Product Management
- Buying, Merchandising
- Brand Management
- Marketing
- Project Management & coordination
- Communication and Negotiation
- Business Development
- Sales
- Data analysis

Key Achievements:

- +Set-up and lead new businesses and new department with a steadfast, entrepreneurial mindset in multicultural and international environment
- +Delivered up to 8 multi-products collection per season with a total of 2500 products
- +Excellent knowledge of Fine Jewelry, Fashion Jewelry and Accessories market
- +Management of annual budget from 2 million Euros up to 15 millions Euros
- +Business acumen to produce sales growth and meet/exceed annual financial objectives
- +Ability to detect commercial opportunities and to translate creative products into winning range

Soft skills:

Passionate, enthusiastic, fast-learner, curious, creative, analytical, problem solver, negotiator, result-oriented, business driven, self-motivated, great team player, people leader, kind, purposeful, listener

Sectors: Luxury Goods & Fine Jewelry, Accessories

Please contact me at veroniquecharmant@gmail.com to find out how I might contribute and add value to your organization.

BRANDS WORKED WITH

Asia Today Limited

Concept4 Group, Sourcing and Product Development Company

Etam, Womenswear Fashion Omni-Channel Retailer

Naf Naf, Womenswear Fashion Omni-Channel Retailer

Plukka Fine Jewelry

Publicis Drugstore, Concept-Store of Publicis

Shanghai Tang, Ready-To-Wear and Lifestyle Luxury Brand

Experience

● Fashion Accessories & Jewelry Consultant

| Nov 2020 - Now

Work with Apparel and Accessories brands worldwide, manufacturers and suppliers mainly based in China, on a consultancy basis. I help to create, develop and produce the best targeted Fashion Accessories, Jewelry, Home, Gifts collection.

- Market review, analyze and brand diagnostic, trends forecasts, seasonal trends pack realization
- Collection audit & coaching on collection strategy and development
- Collection development from mood boards, collection plan elaboration, design, sourcing, prices negotiation, samples development, prototype validation, production lead time follow-up until shipment
see less

● Head of Buying & Product Management | Fashion Jewelry, Accessories and Loungewear

Asia Today Limited | Jun 2018 - Jun 2020

Responsible for building the assortment strategy and buying, defining collection structure, leading design, sourcing and product development with full responsibility of supply-chain in order to achieve sales and profits objectives.

- Ensuring to have the right products for the right price at the best margin and right time
- Developing collection from initial concept to finished product by managing full product development process
see less

● Senior Product Development Manager | Woman Ready-to-wear, Jewelry & Accessories

Shanghai Tang, Ready-To-Wear and Lifestyle Luxury Brand | Jul 2016 - Sep 2017

Take on full ownership for the brand customer offer from assortment strategy to end products by setting directions, managing, coaching design, sourcing, and buying team in line with company strategy, goals and image positioning.

- Coordinate product development process with design and sourcing team, and ensure the right products and margins are delivered
- Manage and monitor product life cycle (pricing, margin, stock turn), review and analyze products performance including sales, sell-through
- Capture and analyze products trends and customers needs so as to strategically develop an optimal product assortment and pricing strategy
- Define collection strategy, structure of products offer, price positioning
- Schedule, manage, supervise products assortments for retail product mix and allocation
see less

● Buying & Merchandising Director | Fine Jewelry

Plukka Fine Jewelry | May 2015 - Jul 2016

Lead and manage all brands partnership from product selection for all distribution channels, image awareness, terms and contracts and communication.

- Management of Designers portfolio from research, on boarding, contract signature, inventory monitoring and exclusive relationship supervision
- Conduct all seasonal buy to select suitable collections for the markets
- Manage, monitor and coordinate all products assortments for online, boutique, pop up and trunk shows in Hong Kong, all APAC, London, Paris

and USA

- Partner with brands to nurture and optimize their collection in terms of brand awareness and sell through
 - Provide styling guidance to Artistic Director for all products shooting, select product images and theme contents for Newsletters
 - Sales and supply chain coordination
 - Consumer analysis, understanding of data analytics of consumer
- see less

● **Creative & Merchandising Director I Fashion Jewelry & Accessories**

Tillsonburg Ltd, Sourcing and Product Development Company | Oct 2013 - May 2015

Set-up and management of the Fashion Jewelry & Accessories division with full responsibility of operations, design, product development, production, P&L and business development

- Management of 1 senior merchandiser, 1 senior designer, 1 QC Manager
 - Leading a design & merchandising team, trends forecast, creation and development of a ready-to-buy collection, sampling and production follow-up
 - Analysis and translation of customers inspiration by designing specific items at the right prices and quality requirements
 - Factories sourcing in China, prices negotiation, quality control and compliance, procurement
 - Business development, Sales Customers relationship
 - P&L control and budgeting forecast
 - Able to handle multitasks with extremely tight deadlines
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● **Senior Product Manager I Fashion Jewelry & Accessories**

Concept4 Group, Sourcing and Product Development Company | Nov 2012 - Sep 2013

Own all clients relationship in term of products and responsible for trends forecast, collection creation, products sourcing and all product development from correct interpretation, sample execution to final product delivery.

- Management of 3 designers and 2 merchandisers
 - Analysis of brands DNA, collection structure, clients needs and requirements understanding
 - Prepare briefs, provide direction and give creative inputs to design team
 - Source and negotiate with factories in China for best product development, prices and services
 - Monitor and control product development with merchandising team from design, prototype to production samples
 - Business Development, presentation of key trends and collection to clients
- see less

● **Senior Buyer/Product Manager I Fashion Jewelry & Accessories**

Naf Naf, Womenswear Fashion Omni-Channel Retailer | Sep 2011 - Oct 2012

- Management of 2 buyers, 1 assistant buyer, 1 designer, 1 planner
 - Construction of the collection plan, product assortment and price positioning
 - Proposed collection brief built on performance analysis, trends analysis and shopping
 - Sourcing, design briefs elaboration, product development coordination
 - Product assortment choices for marketing materials and visual merchandising directions
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- **Senior Product Manager I Fine Jewelry, Fashion Jewelry, Accessories, Childrenswear & lifestyle**

Publicis Drugstore, Concept-Store of Publicis | Jul 2006 - Jul 2011

Responsible for developing and managing the Fashion department: product strategy, assortment plans elaboration, brands relations management, private and exclusive product development, retail price management, seasonal merchandise plans, promotional planning and achievement of the financial objectives.

- Management of 1 buyer, 1 planner, 5 salespeople, 1 visual merchandiser
 - Identify and develop emerging brands
 - Promote "win-win" approach with all brands partners
 - Define collection strategy and structure of product range offering including price positioning
 - Create and prepare an assortment of products by category according to OTB budget
 - Identify and evaluate sales and margin opportunities
 - Manage and monitor product life cycle, constant performance analysis
 - Inventory management
 - Work closely with marketing team and sales team
 - Provide products training, trends information to sales staff and visual merchandising inputs
- see less

- **Product Manager I Fashion Jewelry, Accessories & lifestyle**

Etam, Womenswear Fashion Omni-Channel Retailer | Feb 2002 - Jun 2006

Responsible for delivering trendy, short term, close to market Fashion Jewelry and Accessories collections and creation and implementation of a new lifestyle department.

- Management of 1 buyer, 1 assistant buyer, 1 merchandiser, 1 product developer
 - Implementation of the collection plan
 - Sourcing, product selection and product development
 - Negotiate prices, quantities and monitor deliveries schedule
 - Follow up with reorders and markdowns during sales period
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Education & Training

2000 - 2001 ● **Université Lumière Lyon 2**

DESS - Post graduate diploma in fashion, Marketing, communication, brand strategy in fashion

1998 - 2000 ● **ISTA - Institut Supérieur Textile d'Alsace**

Master's degree in textile product management, Buying, textile technology (weaving, chemistry, knitting...), marketing, global management

1997 - 1998 ● **University of Derby**

BA in Business Administration, Strategic marketing, human resources and international management