

Alice Policand

Merchandising, Product Strategy and E-Concessions within the Luxury Fashion industry.

📍 London, UK

✅ Alice is available **for hourly consulting only**

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Work Preference

Location: Open to relocate

Employment:

Skills

Merchandising Strategies (Advanced)

Fashion Buying (Advanced)

Online Retail (Intermediate)

English (Advanced)

Japanese Market (Intermediate)

Fashion (Advanced)

Problem Solving (Advanced)

Retail (Intermediate)

Analysis Reports (Advanced)

Trend Analysis (Advanced)

Negotiation (Intermediate)

Languages

English (Fluent)

French (Native)

Japanese (Basic)

Spanish (Work Proficiency)

About

8 years' experience in Merchandising, Product Strategy and E-Concessions within the Luxury Fashion industry. Product & clients driven with analytical skills and a commercial view. 360 business growth approach with a solid team player and problem solving mind set. International background with a strong adaptability to different working environments.

BRANDS WORKED WITH

Berluti

CHANEL

Christian Dior Couture

Christian Louboutin

Farfetch

Experience



● E-Concession Manager

Farfetch | Oct 2021 - Now

- Shape data and analytics reporting to support E-Concession partnerships' commercial growth.
- Lead the resolution of day-to-day queries (Production, Finance, Operations) to enable positive progress in the movement of Commercial terms.
- Create and pitch brand facing presentations to top level management.
- Negotiate and review agreements with partners.
- Drive partnerships to deliver targeted YOY GTV growth across all supply channels.
- Implement ways of working with the partners by developing their consciousness and sustainability.
- Establish new collaborations between paid marketing and the partners.
- Influence partners Supply by providing insights on the brand performance, discussing the showroom assortment and capsule/exclusive products.

● UK Retail Merchandising Manager

Christian Dior Couture | Mar 2019 - Sep 2021

- Define the product strategy on the major UK projects : Pop Up, Clienteling events.
- Build up the yearly budget by product category.
- Ensure the coordination between the EMEA Merchandising team and the UK boutiques.
- Offer a global vision of the Product assortment and Merchandise planning to the boutiques.
- Adapt the product assortment to UK market specificities to reach budget objectives
- Managing all the stores request (product push, assortment review, transfers & rebalancing).
- Communicate all the product related information to the boutiques.
- Weekly / Monthly sales analysis to optimize the sell-through.
- Participate to buying sessions : analyze season sales per boutique with quantitative and qualitative feedbacks and identify product opportunities.



● Japan Sales Merchandiser

Berluti | Jan 2017 - Mar 2019



● France & Benelux Retail Coordinator

Christian Louboutin | Sep 2016 - Dec 2016



● Pricing and Supply Chain Assistant

Berluti | Sep 2015 - Aug 2016



● Europe Sales Merchandising Assistant

CHANEL | Jan 2015 - Jul 2015