



# Sascha Desmier

High performing sales, production and design professional, with exceptional knowledge and relationships in the industry.

London, UK

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## Links

[LinkedIn](#)

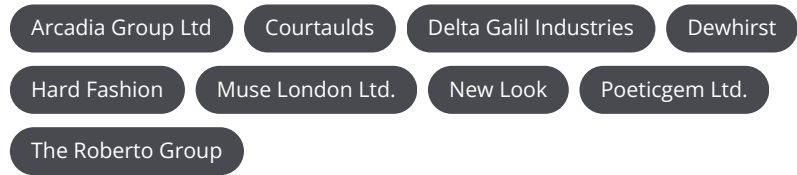
## Languages

English (Native)

## About

Global sourcing to delivering growth and NPD on margin and on time. Ensuring optimal product pipelines and future-readiness with a focus on sustainability.

### BRANDS WORKED WITH



## Experience

- **Deputy Executive Director**  
Poeticgem Ltd. | Jan 2023 -  
Delivering private label and branded fashion, end-to-end product cycle, from concept to delivery.
- **Sales Director, ASOS brands**  
Muse London Ltd. | Jul 2019 - Dec 2022  
Design driven soft dressing and casualwear, specialising in online retail in a fast-paced, price-sensitive environment.
- **Consulting for all aspects of product, sourcing and production for retail, brand and white label**  
Hard Fashion | Jun 2017 - Jun 2019  
Consulting on a range of premium retail, wholesale and manufacturing projects a cross fashion and home
- **Director Product Development and Sales, private label and brand**  
The Roberto Group | Jun 2015 - May 2017  
Branded buying / sales, private label development and sales.
- **Divisional Sales Director, M&S Intimates**  
Courtaulds | Mar 2011 - Mar 2015
- **Country Manager UK, Arcadia Buying (ABBA)**  
Arcadia Group Ltd | Jan 2008 - Jan 2011
- **Commercial Executive, M&S Sportswear**  
Dewhirst | Apr 2002 - Jan 2006
- **Senior Manager, New Business Development**  
New Look | Jan 1999 - Mar 2002
- **Divisional Manager, M&S Hosiery**  
Delta Galil Industries | Aug 1995 - Dec 1999



## Education & Training

- **Northumbria University**  
Bachelors Degree,

