



Bryan Molas

Wholesale Area Brand Manager - Wearhouse showroom

📍 Paris, France

✅ Bryan is **Available to work**

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Sales Consulting (Advanced)

Experienced Sales Professional (Ad...

Sales Administration (Advanced)

Prospecting Skills (Advanced)

Analytical Capability (Advanced)

Training Coordination (Intermediate)

Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

+5 years of Fashion Wholesale Experience and graduated from a Master in Luxury Marketing

In diverse environments : Man / Woman / Kids - High end brands - Prêt-à-porter / Footwear / Accessories

Different market : France / Belgium / Luxembourg

Scope : ≈ 600 customers (multibrand stores, department stores and pure players)

BRANDS WORKED WITH

AMI PARIS

Teija Eilola Ltd

Wearhouse showroom

Experience

● Wholesale Area Manager (France / Benelux)

Wearhouse showroom | Sep 2018 -

Brands : Jacob Cohen, Parajumpers, RRD, premiata, Mason's, 7for all mankind

Univers : B to B - Prêt-à-porter Man / Woman / Kids, Accessories, Shoes Man / Woman.

Scope : ≈ 600 customers (multibrand stores, department stores and pure players)

SALES

- Define the wholesale strategy of the brands
- Develop the portfolio of existing customers and look for new customers
- Preferred contact for customers on the Parajumpers / Premiata brands
- Follow-up on customer relations (presentation of new products, catalogs, marketing materials)
- Trainings to key accounts and partner boutiques
- Manage customer follow-ups

PROSPECTION

- Creation and maintenance of a prospecting file for France / Benelux
- Organization of prospecting tours / customer visits.

ANALYSIS

- Establish the dashboards and statistical analyses related to the commercial activity (stock status, RAL per customer, reorder, orders received and cumulative vs N-1).
- Control of the sell in/out and collect data from key accounts at each month end.
- Seasonal reporting with our suppliers (analysis of the offer, prices, proposal of new products)

SHOWROOM

- Planning of customer meetings
- Preparation of budgets and customer files (N-1)
- Sale of collections during showrooms
- Entering orders on JOOR / SAISON WEB etc.

MARKETING

- Creation of newsletters
- Co-construction of the digital strategy of the showroom (social networks, website etc.)
- Implementation of marketing actions (showcase project, pop-up)

Voir moins

● Assistant Wholesale

Wearhouse showroom | Jun 2018 - Aug 2018

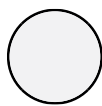
Brands : Jacob Cohen, Parajumpers, RRD, premiata, Mason's, 7for all mankind

Univers : B to B - Prêt-à-porter Man / Woman / Kids, Accessories, Shoes Man / Woman.

Scope : ≈ 600 customers (multibrand stores, department stores and pure players)

- Optimization of the commercial tools (Linesheet/ mailing...)
- Assistance of the commercials during the sales
- Prospecting for new customers
- Elaboration of tour plans for prospecting
- ADV management: stock / restocking / claims

Voir moins



● Sales Advisor

AMI PARIS | Apr 2018 - Aug 2018

Brands : Ami - Alexandre Mattiussi

Univers : B to C - Prêt-à-porter Man / Woman

Salesman in shop and department stores

- Sales with objectives
- Reception and advice to customers, collection
- Merchandising
- Logistics management

● Digital marketing assistant

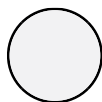
Teija Eilola Ltd | Mar 2018 - Mar 2018

Brands : Teija

Univers : B to B - Prêt-à-porter Woman

Digital marketing assistant in the Florence Deschamps multi-brand showroom

- Definition of the positioning and communication strategy
- Creation of content for the website, social networks newsletter and customers



● Wholasure assitant

AMI PARIS | Jan 2018 - Feb 2018

Brands : Ami - Alexandre Mattiussi

Universe : B to B - Prêt-à-porter Man / Woman

First experience in the fashion world

- Organization of the Fashion Week show
- Assistance of the salesmen during the sales
- Prospecting for new customers
- ADV management: stock / restocking / claims

Education & Training

2020 - 2022

● EIML Paris

Master's degree,

2019 - 2020

● MOD'SPE Paris

Bachelor's degree,

2017 - 2019 ● **Lycée Albert de Mun**
BTS,

2017 ● **Lycée Saint Adjutor**
Baccalauréat,