



Michel Rosenfelder

Fashion Consultant - Creative Thinker

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English

Italian

French

About

Highly skilled professional with a dynamic and far reaching experience in both the contemporary and luxury fashion businesses. A disciplined facilitator who excels in logical and consistent evaluation, development and management on a multi tier level from C-suite down to shop floor. Offers a cohesive and holistic approach to creative project development and management, allowing for seamless transition between innovation, growth and profitability. An accomplished team builder and leader, excelling in analytic competence - both business & creatively - from inception to final delivery. Possesses astute technical knowledge of product development, brand strategy, collection building and merchandising. Matched with an artist's savoir faire, promotes seamless communication between visual, digital and traditional platforms. Proactive and result driven with excellent capacity to achieve both long and short term financial objectives through consistent, structured pragmatism.

BRANDS WORKED WITH

LVMH

LVMH-KENZO

Mario Hernández

Tommy Hilfiger

Experience

● Consultant / Chief Executive Officer

| Jan 2012 - Mar 2024

Devise and execute robust strategies to oversee day-to-day operational processes. Build and maintain professional relationships with clients and staff members.

- Branding, Collection and Process Advisor, supporting start-up, small / medium size fashion and life-style companies to define strategy and facilitate operational executions (2020-Present).

- Womenswear Repositioning, TH Collection and Runway (20 13 – 2020), Tommy Hilfiger, PVH Group/Amsterdam

- Led show collection transition into upper tier offer and business reality.

- Oversaw organisation and methodology and managed competitors' mapping and positioning.

- Defined and delivered collection strategy, range plan, offer structure, margins, and KPIs.

- Successfully elevated TH image at Red Carpets, Awards and Brand Events, including Met Gala, CFDA, American Music Awards, AMFAR, Cannes & Venice Film Festivals.

- Oversaw celebrity dressing for personal wardrobes and events.

- Accomplished archive's upcycling.



● Women's wear repositioning

Tommy Hilfiger | Mar 2013 - Sep 2020

- o Led show collection transition into upper tier offer and business reality.

- o Oversaw organisation and methodology and managed competitors' mapping and positioning.

- o Defined and delivered collection strategy, range plan, offer structure, margins, and KPIs.

- o Successfully elevated TH image at Red Carpets, Awards and Brand Events, including Met Gala, CFDA, American Music Awards, AMFAR, Cannes & Venice Film Festivals.

- o Oversaw celebrity dressing for personal wardrobes and events.

- o Accomplished archive's upcycling.



● Brand Repositioning/Global Merchandising/Marketing Advisor

Mario Hernández | Jan 2013 - Jan 2016



- Carried out brand platform definition, DNA, and codes as well as devised range plans, price positioning, and offer structures, analytical methodology and KPI's.
- Monitored new store concept development and set-up follow-up.
- Defined 360° marketing methodology, including advertising, ambassadors, social media, and events.

- **Vice President/Director Men Ready to Wear and Accessories**

LVMH | Feb 2005 - Nov 2011

Oversaw operations of design studio, ateliers, and analysed development process. Devised supply-chain politic and production management. Orchestrated analytical management, formulated merchandising strategy, designed dashboards, and monitored profit and loss. Built and strengthened professional relationships with management, clients, and shareholders.

- Devised and executed global strategy and supervised activities of 40 collaborators for a global yearly turnover of €50M.
- Efficiently clarified the collection offer and process.
- Optimised the delivery planning reducing by six weeks and attained an average seasonal 15% turnover growth.

Additional Experience

- **Director**

LVMH-KENZO | Jan 2003 - Jan 2004

Education & Training

- **LVMH School**

President's forum & Strategic Innovation,

- **LVMH School**

Technical Diploma in International Trade (BTS, CBI/