



Alexandre Pages

Senior Merchandising Manager

Paris, France

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Links

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Languages

French (Native)

English (Fluent)

Spanish (Basic)

Italian (Basic)

About

I'm a passionate and result driven merchandiser. I work for international companies and participate in the entire sell-in process from collection strategy to showroom appointments.

My expertise is mainly focused in the wholesale business, from dept stores to e-commerce but also with retail partners.

BRANDS WORKED WITH

Lacoste

LANVIN

Michael Kors

Ralph Lauren

Experience



● Senior Wholesale Buyer & Merchandiser Manager

Lacoste | Sep 2022 - Now

- Merchandising:
 - Drive the buy with European accounts: Zalando, Amazon, Courir, JD, Snipes, Foot Locker
 - Train & Coach the Sales team regarding new collections and product focuses
 - Definition of assortments by channels and clusters
 - Brief for new collections based on market trends and needs
- Buying / Planning:
 - Sales forecasting for wholesale business by product category
 - Monitor key indicators (sell-in & sell-out)
- Management of 2 persons (planner and assistant)



● Wholesale Merchandising Manager France

Lacoste | Jan 2020 - Sep 2022

- Present collection and product strategy to the wholesale team
- Elaborate core assortments for French markets
- Sell-in / buying sessions with Sales team and partners (franchises, dept stores, multibrand...)
- Analyse the performance per product category
- Working with product development to ensure the collection execution
- Manage 1 junior merchandiser



● Wholesale Planning Manager France, Benelux & Iberia

Michael Kors | Sep 2018 - Dec 2019

- Leather Good, Accessories, FTW and RTW - Men & Women
- 280 POS / 80 MEUR
- Management a team of 2 planners
- Conduct KPIs analysis to drive the business (T/O, sell-in budgets, sell-out,...)
- Drive the NOOS program (stock, number of products,...)



● Sales Analyst / Merchandiser Manager

Ralph Lauren | Jul 2015 - Aug 2018

- 400 POS / 75 MEUR / France & Benelux
- All product categories: Men / Women / Kids, RTW / Acc / LG / FTW
- Manage a team of 4 sales analysts / merchandisers
- Perform sell-in / sell-out analysis to better drive the wholesale business
- Training regional team on new ERP (SAP)



● Sales Analyst / Merchandiser

Ralph Lauren | Oct 2013 - Jul 2015

- Men RTW / 60 POS
- Work closely with the key account manager to determine sell-in budget and master assortment

- KPI follow up: ST %, weekly sales, stock level
- Determine end of season strategy (carry over, sales...)



● **Key account coordinator - Denim & Supply RL**

Ralph Lauren | Jun 2011 - Oct 2013

- France and Benelux / 50 POS / 6 MEUR
- Assist key account manager in the daily tasks from budget set up to sell-in appointments
- KPI tracking



● **Customer Service Coordinator**

LANVIN | Jul 2008 - Jun 2011

- Set-up after sale processes for both Retail and Wholesale networks
- Claim management
- Manufacturer visits



● **Export assistant**

LANVIN | Jun 2007 - Jul 2008

- Confirm showroom orders in the ERP (AS400)
- Prepare export documentations for delivery

Education & Training

2019

● **Institut Français de la Mode**

Certificat,

2007 - 2008

● **Institut Supérieur de Marketing du Luxe**

MBA,

2005 - 2007

● **Académie Mercure**

BA,

2003 - 2005

● **ESICAD**

BTS,