



# Anna Champion

Senior Womenswear Buyer - All categories

📍 Geneva, Switzerland

👍 Anna's availability **should be discussed**

[View profile on Dweet](#)

## Links

 [LinkedIn](#)

## Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

## Skills

Fashion (Advanced)

Product Development (Advanced)

Footwear (Advanced)

Retail (Advanced)

Fashion Buying (Advanced)

Sales (Intermediate)

Trend Analysis (Intermediate)

Wholesale (Intermediate)

Apparel (Intermediate)

Luxury Goods (Advanced)

Negotiation (Advanced)

Management (Advanced)

Leadership (Advanced)

Communication (Advanced)

## About

Over 15 years experience across e-commerce, wholesale, retail and franchise businesses both in the UK and in France. I am a native English speaker and fluent in French. Driven by results, I understand the importance of analysis, commercial awareness and communication. A proficient negotiator who strives to surpass objectives and a strong team player with substantial management experience. I believe in building strong relationships, both internally and externally, as the foundation of a successful partnership.

### BRANDS WORKED WITH

Toward Sustainability

Dweet

24s

Lloyd Shoe Company

Michael Kors

Sarenza

the Dune Group

## Experience

### ● Luxury Womenswear Senior Buyer

24s | Aug 2018 - Now

- Responsible for a portfolio of luxury brands
- Selection of all product categories in womenswear.
- Negotiation of commercial conditions; business model, distribution rights, exclusivities, discounts etc.
- Weekly analysis to maximise sales.
- End of season performance reports, Sales forecasts and OTB planning.



### ● Key Account Executive

Michael Kors | Jun 2015 - Jun 2018

- Responsible for Leathergoods in department stores in France and Benelux.
  - Negotiation of OTB to ensure progression in line with sales objectives.
  - Preparation and presentation of product selection by account based on sales results, planned budgets and in line with company strategy.
  - Maximising results (both sell in/sell out) through effective selling strategies and sales analysis on a weekly, monthly and seasonal basis.
- see less



### ● Senior Buyer - Private Label Brands (Interim)

Sarenza | Sep 2013 - Sep 2014

- Analysis of sales and profitability plus budget planning as well as strategy implementation for the division in line with company objectives.
  - Implementing collection plans across the 5 brands with focus on target consumer and profitability.
  - Trend analysis, product sourcing, development and negotiation.
  - Definition of brand strategy for the launch of SARENZA in AW14; including brand identity, target customer, pricing strategy plus development and sourcing possibilities.
  - Liaising with marketing, communication and commerce teams to ensure the successful launch of SARENZA across Europe.
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### ● Senior Buyer - International (Responsable Du Pôle International)

Sarenza | Dec 2010 - May 2015

- Responsible for a portfolio of 120 international brands.
- Selection of ladies and men's footwear.
- Targeting key brands as well as identifying new and upcoming labels.
- Negotiating commercial conditions, exclusivity agreements and distribution rights as well as marketing budgets.
- Maximising sales and profitability through weekly sales analysis; acting accordingly with repeats, promotions or product exchange in line with available OTB and contractual obligations.
- Analysis of sales, profitability and budget planning as well as strategy

Shoes (Advanced)

Transparency (Advanced)

Trend (Advanced)

## Languages

English (Native)

French (Fluent)

implementation for the division in line with company objectives.  
see less

### ● International Buyer

the Dune Group | Aug 2006 - Dec 2010

- Managing all international franchise partners and wholesale division for all brands.
  - Ensure sales targets are met both nationally and internationally whilst upholding the brand identity.
  - Collaborate with the design team to develop new lines for specific territories.
  - Negotiating with suppliers to achieve target margins and critical dates.
  - Monitoring sales on a weekly basis and advising regarding repeats or promotional activity.
  - Managing OTB, margin, targets and expansion.
  - Oversee the critical path for all partners.
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### ● Junior Buyer

Lloyd Shoe Company | Dec 2003 - Aug 2006

- Dorothy Perkins & Mackays.