



Valentine Chung

Global Senior Merchandising Manager at Louis Vuitton - Men's Accessories

Paris, France

Valentine's availability **should be discussed**

[Portfolio link](#)

[Portfolio file](#)

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Merchandising Strategies (Advanced)

Retail Buying (Advanced)

Analysis Reports (Advanced)

Team Management (Advanced)

Collection Strategy (Advanced)

Merchandise Planning (Advanced)

Merchandising (Advanced)

Languages

English (Work Proficiency)

French (Fluent)

Vietnamese (Fluent)

German (Basic)

Chinese (Native)

About

Key strengths: High flexibility, Great autonomy, Strong analytical skills, Ability to work efficiently and deliver under tight deadlines and high pressure

Management a team of 5 people

Very good knowledge of luxury markets, fashion brands, WW market needs

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BRANDS WORKED WITH

CELINE

CHANEL

Cora

Dbapparel

Galleries Lafayette

Hermès

Louis Vuitton

Michael Kors

Smcp (Sandro, Maje, Claudie Pierlot) : Claudie Pierlot

Thomas Cook Group

Experience



Senior Collection Merchandising Manager - Men's Accessories

Louis Vuitton | Jul 2021 - Now

- Head of Merchandising for Men's Accessories : all 7 categories (Belts, Textiles, Eyewear, Fashion Jewelry, Leather Bracelet, Fancy Accessories & Ties)
- Managing a team of 3 people : a Merchandiser & 2 merchandising assistants Recruitment, training, coaching and development
- Developing the collections by bringing support to the product teams from the Design brief to the editing of the collections
- Defining the assortment strategy by market / by cluster
- In charge of buying sessions with all markets: EMEA, America, Asia, Japan
- 360° transverse projects : CRM, Digital, Visual Merchandising, Training, Marketing, Supply chain



WW Collection Merchandiser - Men's Accessories

Louis Vuitton | Jun 2018 - Jun 2021

- Defining the potential of the collection and assortment strategy
- Managing the product performance & sell-through optimization
- Defining the buying strategy / permanents offer in order to guarantee the business' growth
- Tracking of the deliveries and rebatch, optimization of the distribution of seasonal products
- Managing 1 person



Women's Ready-to-Wear Merchandiser

Hermès | Sep 2017 - Jun 2018

- Working with the area managers in developing regions commercially (establishing new purchasing strategy, OTB definition and optimizing the Sell Through)
- Developing new KPI reports, weekly and monthly analysis, prepare buying reports
- Creating sales tools for fashion show collection and preview (order recommendations, exit list)
- Uniforms Project manager (collection plan, creating commercial operations and briefing note) and management of E-commerce prototypes
- In charge of showroom organization (sellers' briefings, back-office management)
- Working very closely with Development, Press and E-Commerce teams to identify new market opportunities and translate them into commercial merchandising initiatives



● Junior Women Shoes Collection Merchandiser

CELINE | Aug 2016 - Aug 2017

- Defining the prebuys of collections by size, by material (4 collections/year)
- Participating in the definition of collection structure: number of skus by line, by functionality, OTB
- Generating, analyzing and distributing sales reports: Sell-out analysis : quantity, value, avg price, ST% mix per line, nationalities etc. on a weekly, STD and YTD basis, jointly with stock analysis
- Showroom debriefs : best-sellers, variations vs. Cadrage, buyings trends differences between Retail/Wholesale, avg sell-in price ...
- Contributing to the strategic plan and budget (projections by line, development levers)
- Selecting and preparing markdowns
- Close work with Retail Merchandising and Supply Chain



● Costume Jewelry & Accessories Merchandiser & Product Manager Assistant

CHANEL | Jan 2016 - Jul 2016

Within the Product Assortment Team :

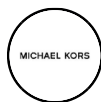
- Developing selling tools such as salesbooks, exit-lists (6 collections/year)
- Analyzing performances of retail sales (quantity, ST, best sellers) and monitored the buying
- Defining the replenishment offer while considering latest trends and seasonality
- Optimizing stock allocation and defined assortment for stores
- Participating in competitive research and conducted store visits to identify new trends
- Writting labels for the communication tools (web / ipad)
- Active participation during the showroom (product placement, coding, samples)
- Participating in strategic reflections on medium-term development of jewelery and accessories

● Hosiery Product Manager Assistant (DIM, Lovable, Playtex)

Dbapparel | Jul 2015 - Dec 2015

Product Development

- Participated in the development of collections in association with the stylist, R&D and local marketing teams
- Analyzed sales on the hosiery market, conducted competitors' studies (innovation, consumption trends) Packaging Development
- Realized packaging creations (agency briefing to impression), conducted consumer tests
- Permanent interaction with external agencies
- Realized sales support tools, and presentation Surveys & reporting
- Monitored and analysed the results of the category, in terms of sales / resales by country Software used: Kantar, GFK Project / Event Management
- Organized seminars, workshops for clients



● Sales Manager (Temporary Contract)

Michael Kors | Jan 2014 - Aug 2014

- Helped to set up the visual merchandising (collection Fall/Winter 2014)
- Weekly analysis of the brand performance
- Inventory and order management
- Advised international customers Achieved and exceeded sales target (+22%)

● Tourism Product Manager Assistant

Thomas Cook Group | Apr 2013 - Jun 2013

- Designed and created tourist circuits / travel projects
- Collaboration with the technical and commercial department
- Permanent interaction with clients (exchange on the phone, of emails in English language).
- Developed travel logs, product sheets (hotels) and travel guides
- Organized trips between providers and clients Prepared a project for a

trip to Vietnam (3-week tour) for a group of 30 retirees for an amount of 59 450 euros.

● **Sales - Fashion Advisor**

Smcp (Sandro, Maje, Claudie Pierlot) : Claudie Pierlot | Dec 2012 - Jan 2013

- Developed sales
- Stock control



● **Sales**

Galeries Lafayette | Jul 2012 - Aug 2012



● **Supermarket Section Manager**

Cora | Apr 2012 - May 2012

- Stock control