



Kimberly Hugonnet

Senior Global Fashion Executive | Trend Forecaster | Buyer | Product Development & Sourcing Expert

Paris, France

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Languages

French (Fluent)

English (Native)

About

PROFILE

Broad background in merchandising, buying, product development and trend forecasting in women's ready to wear as well as accessories for various international luxury & premium stores. Extensive understanding of global markets, online and department store strategies, exporting regulations, planning and analytical processes.

BRANDS WORKED WITH

- Informa Markets
- Lambert + Associates
- La Parisian Full-Time
- Macy's
- Mint International Buying Agency
- Rendez Vous Mode

Experience



● Global Sourcing & Trend Director

Lambert + Associates | Feb 2020 - Jan 2021

- Sourced and reviewed new collections to curate a selection and create reports for the digital discovery platform of new and emerging brands, The Style Pulse.
- Managed a team of category expert's report creation & approval of all brands placed on the platform.
- Created seasonal forecasts that provide guidance on overall trends, themes, colors & products.



● Market Manager

Lambert + Associates | Sep 2018 - Jan 2020

- Sourced and previewed new brands, along with the creation of visual reports for women's rtw & accessories for Neiman Marcus.
 - Managed logistics for Neiman Marcus's buying teams during fashion weeks in Paris.
 - Created seasonal fashion trend reports for womenswear and accessories for Ak Rikks.
 - Covered trade shows, runway and showrooms across Europe as well as social media to source new collections.
- see less

● Fabric Trend Consultant

La Parisian Full-Time | Jan 2016 - Sep 2018

- Researched yarns and fabrics in order to give seasonal guidance to clients.
- Created trend and fabric visual forecasts for women's ready to wear.
- Created weekly trend insight and content for website.



● Vice President Fashion Director - Center Core & Shoes

Macy's | Jan 2013 - Dec 2015

- Created and communicated seasonal fashion trends and direction for women's handbags, jewelry, shoes and lingerie.
 - Collaborated with GMM's, DMM's & buyers to ensure direction was executed in all 660 stores.
 - Identified emerging trends while articulating them into strategies that aligned with Macy's overall direction.
 - Partnered with marketing and buyers to select product and provide styling direction for fashion magazines.
 - Worked with private brand partners to ensure development of silhouettes, colors, prints & trends of the season for private label collections.
- see less

● Founder & Buyer

Rendez Vous Mode | Jan 2011 - Dec 2012

- Created shopping events in Chicago with rtw & accessories collections from Parisian designers.
- Purchased collections and negotiated consignment.
- Prepared marketing, advertising & social media communication.

● Buyer

Mint International Buying Agency | Jan 2004 - Dec 2010

- Sourced new and emerging brands exported to department stores & websites with annual orders of €18-€24 million.
 - Selected product, negotiated prices, delivery dates and shipping terms.
 - Oversaw, managed & verified private label production to ensure quality of goods shipped.
 - Collaborated with brands and online partners to organize flash sales from start to finish.
 - Managed & trained a team to ensure product flow to clients with +250 stores and millions of online customers.
 - Opened 100 new accounts for client, to represent an increase of 25% to total volume per year.
 - Selected to train new Italian employees when client expanded buying region to Italy.
 - Covered trade shows in Paris, Berlin, Barcelona & Milan in order to communicate trends and source new brands.
- see less



● Buyer, Men's Impulse Collections, Designer Jeans And Diesel

Macy's | Jan 2003 - Dec 2004

- Developed financial plans based on trends, opportunities, volume & gross margin.
 - Purchased designer denim collections such as Diesel, AG, 7 for all Mankind & Ben Sherman.
 - Managed a receipt plan, analyzed stock, size breakdowns & penetrations by class to ensure proper merchandise assortments and turnover.
 - Assisted HR by hosting new trainees and was featured in training videos used for recruiting.
- see less



● Associate Buyer, Women's Coats

Macy's | Dec 2002 - Jan 2003

- Collaborated with fashion office and marketing for the advertising looks placed in fashion books.
 - Purchased London Fog, Anne Klein and Marc New York coat collections.
 - Managed and built merchandise assortments by partnering with vendors and planner.
 - Developed a \$2M receipt plan that determined sales, markdowns and inventory.
- see less



● Assistant Buyer, Women's Casual

Macy's | May 2000 - Nov 2002

- Managed open to buy to ensure planned inventory and markdown level.
- Conducted weekly analysis of sales, turn and markdowns to make recommendations for reorders or promotions.
- Ensured on time delivery of product by efficient follow up with vendors & distribution centers.



● Coterie Brand Marketing

Informa Markets | May 2022 - Now

- Creative direction for Coterie brand relaunch across marketing channels and onsite trend installations.
- Purpose driven storytelling, editing and analysis of content for omnichannel marketing communications.
- Strategic media planning for multichannel communications based on performance and analysis (ROI).
- Collaboration with cross functional teams to support delivery of strategic plans & to ensure alignment of brand's direction.
- Oversee artwork process, including review & approval of artwork and

images.

-Womenswear trend report creation and presentation during Coterie New York show.

Education & Training

1998

- **Groupe Ecole supérieure de Commerce de Dijon-Bourgogne**

International Business, International Business

1996 - 2000

- **Illinois Wesleyan University**

BA International Business, Minor in French