

Lauren Alric

Retail & Business Development

📍 Barcelona, Spain

🟢 Lauren is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,
Hourly Consulting, Permanent Positions

Skills

Retail (Advanced)

Retail Marketing (Advanced)

Merchandising (Intermediate)

Recruiting (Advanced)

Store Opening (Advanced)

Pop-ups (Advanced)

Business Development Strategy (Ad...)

Brand Partnerships (Intermediate)

Languages

French (Native)

Spanish (Basic)

English (Fluent)

Swedish (Fluent)

About

Hard working and enthusiastic, I'm constantly looking for new challenges whether it's for professional or personal projects. I know how to bounce back from difficulties and to keep things moving forward in order to reach objectives and results. I love learning from others as well as sharing: best practices, advice, learning, passions and ideas. Capable of working autonomously & managing multiple activities simultaneously- Analytical skills -

BRANDS WORKED WITH

Eres (Chanel Group)

freelance

Happy Socks

Maison Kitsuné

Réard Paris

Experience



● Global Retail Operation Manager

Happy Socks | Aug 2018 - Jan 2020

Overall commercial responsibility of all directly operated retail stores

Setting up year budgets and P&Ls per store and control and follow-up

Analysis of store sales on a SKU level aiming on stock optimization

Recruitment & management of Store Managers and Sales Assistants

incl. operations- and training manuals

Close co-operation with HQ Retail Buyer and Visual Merchandiser to ensure properly forecasted purchases are done, commercial and promotional calendar set by the HQ are implemented and visual merchandising plans are followed

Creating in-store activities, matching local holidays and festivities

Store visits & constant communication with store staff



● Commercial Director

Réard Paris | Apr 2017 - Nov 2017

Develop and implement commercial strategies according to company's goals and objectives aiming at accelerating growth

Conduct market research and analysis to create detailed business plans on commercial opportunities (expansion, business development, Pop Up, ...)

Assist in setting financial targets and budget development and monitor



● Global Retail Director

Maison Kitsuné | Jun 2013 - Oct 2016

Overall commercial responsibility of all retail stores

Setting up year budgets and P&Ls per store and control and follow-up

Analysis of store sales on a SKU level aiming on stock optimization

Recruitment & management of Back office team and Area Managers, Store Managers and Sales Assistants operations- and training manuals

Ensure properly forecasted purchases are done, commercial and promotional calendar set by the HQ are implemented and visual merchandising plans are followed

Creating in-store activities, matching local season collection and festivities

Store visits & constant communication with store staff

● Retail Coordinator

Eres (Chanel Group) | Aug 2011 - May 2013

Ensured the continued supply of the point of sales activities

Organised stores opening

Supported the Merchandising Service for their windows display

Organised stores events (Trunk Show, Incentives,...)

Responsible for the Post Sale Customer Service

Supervised construction & maintenance projects

Prepared the budget and to maintenance of it

● RETAIL & BUSINESS DEVELOPMENT

freelance | Feb 2020 - Now

ROUJE - Retail Development
Support on structuring the team and guidelines

HIGHSONBIETY - Retail & Partnership Development
Set up a retail structure

TAJINEBANANE - Wholesale, Retail & Partnerships Development
Growth +400% Wholesale turnover + Opening 15 new accounts