



# Paola Mossa

Merchandising Manager/Buyer/Brand Manager

Milan, Metropolitan City of Milan, Italy

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## Languages

French (Work Proficiency)

English (Fluent)

Spanish (Basic)

Italian (Native)

## About

I'm a Merchandising & Buying Director with a solid international professional experience (in Italy, in Paris, France and in New York, US), with a specific knowledge of foreign markets and with also a background in product development, which I gained working for important brands in the "Luxury" and "Alternative to Luxury" segments. For over 20 years I've been supporting Multinationals, SMEs and Start Ups in the Fashion and Luxury goods sector for the development of corporate business, overseeing Collection & Retail Merchandising/Buying and Brand management. I have a strategic vision aimed at optimizing costs, profitability, and image consistency, therefore: • I implement and optimize Merchandising processes, as well as operational and strategic ones. • I rationalize the collection structure, ensuring the maximum efficiency. • I optimize the Buying team, as well as purchasing strategies and processes. • I cooperate with several corporate functions to optimize commercial strategies (Design, Communication, Visual, Operations). • I optimize the sales team performances with an accurate training on the product.

### BRANDS WORKED WITH

- ANEST COLLECTIVE
- CHRISTIAN DIOR COUTURE
- David Glazer Inc.
- Ermanno Scervino
- Etro
- Gap International
- Gucci Spa
- Patrizia Pepe
- PHILIPP PLEIN (2021).

## Experience



### ● Temporary Management

ANEST COLLECTIVE | Jan 2022 - Now

I consulted for a Chinese owned start up brand positioned in the Luxury market.

I provided a round consultancy on Brand strategy, positioning, merchandising, sales and PR working very closely with Design and Press office.

### ● Merchandising Director

PHILIPP PLEIN (2021). | Jan 2021 - Dec 2021

I was contacted by some ex colleagues to build a Merchandising function I worked very closed to the owner both in the collection development analyzing the trends and on the buying for the store. It was the very only omnichannel company I worked for since all stores were connected to the Ecommerce making it a different and interesting experience



### ● Merchandising Director

Ermanno Scervino | Jan 2020 - Jan 2021

I was contacted for a temporary project to reposition the brand The goal was to rationalise the first line and to relaunch the second line as well as managing more professionally the stores and build the Merchandising function



### ● Merchandising & Buying Director

Patrizia Pepe | Jun 2018 - Dec 2019

I was contacted in a phase of reorganization and rebranding of the company

I contributed to the rebranding hiring a new designer as a free lance and working very closely to PR for the strategy and with an external ecommerce company to rebuild the website.

I reorganized the Merchandising function both Collection and Retail for Full price stores and Outlet.



### ● Head of Buying & Retail Merchandising

Etro | Apr 2012 - Mar 2018

I was contacted for the position of Head of Buying to organize a more rational, managerial buying process within the company. The result has been a notable improvement in the sales.

- **WRTW Merchandising Director**

CHRISTIAN DIOR COUTURE | Jan 2008 - Mar 2012

I worked for Christian Dior as Merchandising Director for WRTW. I was contacted by the LVMH to build the function of both Collection and Retail Merchandising that was not existing in the company at that time. I built the function, reorganized the team, introduced a more professional way of working. I also contributed to the Collection development with the mission of repositioning the brand from Logo to New Look.

- **WRTW Merchandising Manager**

Gucci Spa | Jan 2002 - Jan 2008

I was part of the very first team of Merchandising that built the function in Gucci. I worked with Tom Ford as well as with Frida Giannini contributing to the repositioning of the brand.



- **WRTW & MRTW Product Merchandising Manager**

Gap International | Jan 1997 - Dec 2001

I worked in the Italian office of the Gap as a product merchandiser developing part of the collection to produce in Italy and liaising with the Design team, Merchants, factories in Italy.

- **Wholesale Assistant**

David Glazer Inc. | Jan 1993 - Jan 1996

Role of assistant in a New York showroom: I had to manage the Wholesale market for several Italian brands (such as Brunello Cucinelli, Incotex, Agnona, Versace Jeans Couture, Versus, D&G). Activities I conducted: samples reception and showroom organization (display and appointment diary), sales support, orders entry into system, managing relationships with Italian companies about collections arrival and planning, collection training, payment terms, orders delivery and returns.