



Alena Eliseeva

Expert Manager

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Languages

French (Fluent)

English (Work Proficiency)

About

I bring over a decade of luxury retail experience, including leadership roles at CHANEL and BALENCIAGA. Known for enhancing customer experiences and driving sales through expert style guidance and team motivation. Fluent in both English and French at a basic level.

BRANDS WORKED WITH

- Global Point
- Safilo
- BALENCIAGA
- MARSANS

Experience



● Style Expert Manager

CHANEL | Nov 2022 - Dec 2023

- Under the guidance of fashion school, development of a style expertise strategy for employees aligned with the boutique's objectives and "One boutique one story" concept.
- Daily support of the team, providing inspiration and guidance to enhance style skills and create a dynamic and motivating working environment.
- Implementation of workshops based on personal fitting expertise to develop awareness of proportions, textures, fabrics, and cuts.
- Suggestions for identifying a unique descriptive language that reflects the essence of Chanel's allure.
- Supporting client appointments and boutique events.
- Active participation in 4-hand sales to facilitate the sales process by focusing on style and allure, and developing the ultimate client experience, HEP promotion and high-performing sales.
- Promoting the Allure of the collection to the boutique team.
- The key partner responsible for introducing the stylist's point of view to collection launches and strategic product launches.



● Boutique Manager

CHANEL | Nov 2012 - Nov 2022

- Managing the boutique operations from its opening.
- Ensured stability and success of the boutique over the period of ten years.
- Demonstrated strong leadership skills by maintaining a high level of productivity and motivation of the creative team, who permanently remained dedicated to their work.
- Successfully developed and expanded the client base in a challenging location, taking initiative in marketing activities aligned with the Moscow HQ.
- Achieved revenue targets by prioritizing exceptional customer experience.
- Successful sales of HEP FW&J Haute Couture.



● Project Manager

Global Point | Mar 2012 - Oct 2012

- Successfully recruited and integrated a highly qualified Pastry Chef, whose expertise was crucial for the growth and development of the pastry chain in STPB, MOW and Paris 148 rue Saint Honore.

● Marketing & VM Manager

Safilo | Jul 2011 - Mar 2012

- Concluded the initial direct contracts and organized deliveries for international fashion houses.
- Ensured effective visual merchandising management in the corners of shopping malls.

● Boutique Manager

BALENCIAGA | Oct 2008 - Jul 2011

- Responsible for the launch of Balenciaga boutique, including supervision of construction and design work, recruiting and hiring staff, and managing a Final Destination concept store.

- **Executive Director**

MARSANS | Aug 1999 - Sep 2008

- Responsible for welcoming and organizing the travel experience for over 5000 tourists per season in Russia and the Baltic countries.
- The implementation of innovative strategy of direct contracts with partners including museums, theatres, hotels, airlines, and river freight companies, allowed the company to optimise costs and increase revenue.
- Participating in adoption of card payments for excursion services, providing a convenient and modern experience for customers.

Education & Training

1993 - 1999

- **Saint Petersburg State University**

Majored in Romano-German philology,