




Amaia Elissalde

Wholesale consultant / Account executive / Sales manager

 Biarritz, France

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Languages

French (Native)

English (Fluent)

Spanish (Fluent)

About

Wholesale Buying/Product management and Ecommerce professional with extensive experience in building assortment and international sales strategies for luxury, fast fashion and emerging fashion brands through online and offline distribution channels.

BRANDS WORKED WITH

Bershka

LANVIN

L'Oréal

MANGO

Michael Kors

STUDIO DEMAINE

Experience

● Co-founder

STUDIO DEMAINE | Mar 2022 - Feb 2024

STUDIO DEMAINE is a wholesale consultancy and sales showroom that I created in 2022 in Barcelona Spain.

I worked with 10+ emerging fashion brands for which I have been in charge of helping them build and execute their wholesale go-to-market strategy in Europe, the USA and Asia. Being in contact with all key retailers and specialty stores around the world.

● Global Director of Marketplaces, Ecommerce

Bershka | Jun 2020 - Feb 2022

Build, own and execute the global commercial strategy for Bershka brand across online fashion key players (ASOS, Zalando, Trendyol, Tmall, Lamoda, Wildberries, About You) (+120% YoY revenue growth in 2020)

- Define and lead cross-functional IT, operations and buying projects to enable the best go-to-market strategy

- Lead a team of 15 marketplace managers across EMEA (ES) and APAC (CN)

- Regular reporting to C-Level (Bershka & Inditex group)

● Marketplace manager ASOS.com

Bershka | Oct 2017 - May 2020

Management of ASOS.com project at all levels: from launch to business expansion

- Account management: implementation of the best commercial strategy to increase sell-in and reach budget targets

- Product strategy: working closely with Bershka product development and buying teams to create a tailored offer that properly answers ASOS' needs and requirements

- Business analysis: review of product performance and identification of missed opportunities to drive the business to the next level

- Project development: optimization of processes and information flows between cross-functional teams to ensure a sustainable business growth

- Team management: management of a team of three online product managers

● Buying Manager EMEA

Michael Kors | Jan 2013 - Oct 2017

Definition and implementation of the EMEA Product Strategy (Men and Women Leathergood divisions)

- Assortment/Range planning: elaboration of the EMEA Collection plan in collaboration with HQ Design team, based on EMEA trend and competitor



analyses.

- Reporting: business and product performance analyses; measurement of KPIs to ensure business growth and identify new development opportunities

- Budget: negotiation of the seasonal Open To Buy Budgets with wholesale Key Accounts (ECI, Galeries Lafayette, Printemps, Selfridges, Breuninger etc..)

- Production: quantity projections at category/material/color levels to achieve sales targets; sampling and order management with factories

- Pricing: definition of the EMEA Retail pricing strategy with respect of margins and corporate goals

- Team management: management of two merchandising assistants and cross functional teams such as Planning, Production and Design



● **Junior Product Manager Middle East-India (RTW & Accessories)**

MANGO | Mar 2012 - Dec 2012

Elaboration and implementation of the Mango RTW product strategy in Middle East and India

- Product: development of special collections for the Arabian markets, working closely with design and buying teams

- Assortment: range planning by countries/stores, management of OTBs

- Reporting: performance analyses to optimize profit

- Stock and store opening management: control of inventory levels, stock transfers between stores, new store openings

- Communication: daily support of field teams and franchisee partners



● **International Marketing Development Intern**

L'Oréal | Aug 2011 - Feb 2012

Participation to the development of new products on the Hair Styling market (Elnett, Studio Line brands)

- Market research: Trend/Competition benchmark and sales analysis (IRI panels)

- Product development: concept writing, wording and presentation to top management

- Agency and labs briefs: creative brief to agencies (product packaging, advertisements) and labs (perfumes, product benefits, textures)



● **Product Development Intern**

LANVIN | Jan 2010 - Aug 2010

Coordination of the development of the SS2011 Menswear collection

- Line plan: elaboration of the assortment plan based on sales analyses

- Sourcing: fabrics and suppliers sourcing, negotiation of prices, lead times and production quantities

- Collection brief: briefing and fitting meetings with factories and design teams

- Sample management: follow up on sample production

Education & Training

- 2010 - 2011 ● **London Metropolitan University**
MA International Marketing Communications,
- 2007 - 2011 ● **École Supérieure de Commerce Et de Management - ES-CEM**
MSc Marketing Management,
- 2005 - 2007 ● **Lycée Montaigne Bordeaux**
Classe préparatoire HEC,