

## **Alexandra Trivi**

Women's Leather Goods Collection Merchandiser

Paris, France

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### Links

in LinkedIn

### Languages

English (Fluent)

French (Native)

### **About**

#### **BRANDS WORKED WITH**

Balmain

Ba&sh

Christian Louboutin

Éditions Tallandier

Givenchy

The Kooples

### Experience



## Women's Leather Goods Collection Merchandiser Assistant

Givenchy | Jul 2022 - Now

BAGS, SMALL LEATHER GOODS, BELTS, BAG ACCESSORIES & CAPS SPRING 23 (267 skus), SUMMER 23 (298 skus) & FALL 23 (297 skus)

- Monitor and support the development of collections alongside the Studio and the Development team
- Preparing the documents and tools for the monitoring of the collection (Collection plans, Modelarios, Overviews, Line List, Price list...)
- Preparing the documents and tools for showroom (Brief, Material swatchbooks...)
- Participation in all stages of development of collections (trend research, benchmarks, studio brief, launch plan, PLM launches, communication with manufacturers, reception of prototypes)
- Definition of price targets regarding Small leather goods, Belts and Hats; Help with the price targets for Bags (Price mappings, Pyramid mappings)
- Coordination with e-com team (shooting guidelines, coordination of  $360^{\circ}$  shooting)
- Competitor analysis regarding prices, trends, products, communication



# Product Development Manager Assistant - RTW Embroidery

Balmain | Nov 2021 - Jun 2022

MEN & WOMEN'S RTW EMBROIDERY COLLECTIONS:

- Management of the codification and creation of article files in PLM
- Follow-up and control of the product reference system
- Launching of prototypes with the fashion designers
- Steering of sample orders
- Follow-up of price targets with the designers
- Management of fabric/supply allocations for the models and coordination of shipments to the suppliers
- Participation in technical reviews
- Updating of the various collection follow-up supports: boards  $\mbox{\prime}$  collection plans
- Management of samples: verification of the conformity of the models, product labelling, etc.
- Management and follow-up of sample invoices



#### Global Marketing Assistant (Shoes & Leather Goods)

Christian Louboutin | Jan 2021 - Nov 2021

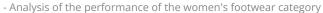
MEN & WOMEN'S SHOES & LEATHER GOODS

- Coordination with Merchandising for priority products and accessories
- Analysis of the collection's performance following buying sessions by zone and by country
- Management and coordination of press kit orders
- Definition and implementation of the animation strategy in autonomy in order to renew excitement around the iconic products
- Development of marketing and sales tools: 360° calendar, training books, product reports, etc.
- Coordination of marketing shootings



Women's Shoes Collection Merchandiser Assistant

Christian Louboutin | Sep 2020 - Feb 2021



- Participation in the development of collections
- Management of sketches and photos during product development
- Participation in the setting up of the sales showrooms
- Product selection for communication
- Realization of showroom sales tools (product catalog, line list, material swatchbook...)
- Reception and follow-up of prototypes during the showroom (product inventory)
- Competitor analysis regarding prices, trends, products, communication



### Marketing & Communication Assistant

Éditions Tallandier | Sep 2018 - Sep 2020

- Project manager for the redesign of the website (Wordpress)
- Sales analysis
- Realization of the sales pitch
- Realization of communication supports (press releases, posters, programs)
- Follow-up and realization of advertisements, catalogs and POS
- Creation of newsletters (Mailchimp)
- Creation of content for social networks (Facebook and Instagram)
- Organization of press events
- Impulse and follow-up of press reviews
- Elaboration of the press reviews
- Management of press kits

### Sales Advisor

Ba&sh | May 2017 - Apr 2018



### Sales Advisor

The Kooples | Nov 2014 - Mar 2015