



# Alexandra Trivi

Women's Leather Goods Col-  
lection Merchandiser

📍 Paris, France

✅ Alexandra is **Available to work**

[View profile on Dweet](#)

## Links

 [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Analyse de marché (Advanced)

Stratégies de merchandising (Intermedi...

Stratégie de tarification (Beginner)

Microsoft Excel (Intermediate)

Travail d'équipe (Advanced)

Microsoft PowerPoint (Advanced)

Microsoft Outlook (Advanced)

Développement de collection (Advanced)

Product Lifecycle Management (Interme...

## 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 Assis- tant

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° shooting)
  - Competitor analysis regarding prices, trends, products, communication



### ● Product Development Manager Assistant - RTW Embroi- dery

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 coordina-  
tion of shipments to the suppliers
  - Participation in technical reviews
  - Updating of the various collection follow-up supports: boards / collec-  
tion 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

- Analysis of the performance of the women's footwear category
- 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