|  | Kraainem, Belgium  m: +32 494 98 62 74  a.faucheux@gmail.com |  |
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**Professional Summary**

*Results-driven professional with career-long record of retail management, buying & merchandising, category management and business development success for leading organizations in fashion & luxury*

Accomplished, results-oriented professional highly regarded for developing attractive and high performing brands and products assortments, generating and driving revenue and sales, and administering all retail and merchandising operations. Proven leader with a history of building and directing high-performing teams, exceeding objectives, and fostering a culture of continuous improvement. Adept at navigating dynamic business environments and implementing strategic initiatives to enhance operational efficiency and sales growth. Thrives in fast-paced, collaborative, and diverse environments. Equipped with international fashion consumer proficiency in Europe, America, the Middle East, and Asia. Please visit my portfolio at www.aymericfaucheux.com.

**Core Competencies**

| **Product & Brand Management**   * Product Merchandising * Assortment Planning * Visual Merchandising * Brand Positioning * Luxury & Fashion | **Retail Management**   * Retail Buying * Retail Operations * Vendor Negotiation * Store Design/Layout * Store Animation/Event | **Business Leadership**   * Team Management * Strategic Planning * Data Analytics * Process Implementation * Budget & OTB |
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**Professional Experience**

The Bicester Collection (a.k.a. value retail), maasmechelen, belgium, january 2024 to date  
**RETAIL DIRECTOR**

* Member of the Executive Committee, reporting to the Business Director.
* Directed a high-performing team of 11, including Retail and F&B Managers, Merchants and Visual Merchandisers.
* Spearheaded the operational and sales performance of 100 boutiques, surpassing €165M sales.
* Reengineered departmental structure, enhancing team efficiency and streamlining workflows.
* Implemented new processes at every stage to boost productivity and reduce non-valuable tasks.
* Cultivated strategic partnerships with brands, fostering a collaborative and supportive environment.
* Achieved 4% sales growth in 2024, overachieving market performance by 8 percentage points.

The Bicester Collection (a.k.a. value retail), maasmechelen, belgium, april 2023 to december 2023  
**DEPUTY RETAIL DIRECTOR**

The Bicester Collection (a.k.a. value retail), wertheim, germany, November 2020 to March 2023  
**SENIOR MERCHANT MANAGER**

* Directed the product planning strategy and communication, aligning with overarching business objectives.
* Shaped retail department priorities by leveraging key product trends and insights.
* Established new operational frameworks and processes for this newly created role at European-level.
* Pioneered innovative automated processes, enhancing efficiency and productivity at the company level.
* Developed and defined product communication themes, curating all featured products across channels.
* Conducted in-depth competitive product analysis, providing strategic recommendations that contributed to

up to a 30% sales increase for key brands.

DFX Fashion Group, Panama City, October 2018 to August 2020  
**FOUNDER & MANAGING DIRECTOR**

* Led the establishment and development of a distribution and representation company specializing in Fashion & Accessories for Global Travel Retail and Latin America local markets.
* Navigated the negotiation and closing of a distribution deal of 3 European brands.
* Drove the development and execution of the Global Travel Retail Strategy of Save My Bag brand.
* Selected the product assortment per brand, country, and channel for each brand.
* Defined strategic pricing for each product by market and sales channel.
* Transitioned the company to an online-only sales model maximizing e-commerce performance.
* Created and administered 3 e-commerce sites through effective employment of my expertise.

DFS/T Galleria (LVMH), Hong Kong S.A.R., April 2017 to September 2018  
**GLOBAL MERCHANDISE MANAGER – Men Ready-to-Wear & Accessories**

* Served in an integral role by overseeing the Ready to Wear and multi-brand department.
* Supervised and provided direction and leadership to a team of 3 Buyers & Senior Buyers.
* Led the seasonal buying of more than 45 brands (e.g. Zegna, Moncler, Ralph Lauren).
* Managed a global Open-to-Buy of nearly US$40 million.
* Crafted product assortments to local demand for 60 stores in 15 countries around the world.
* Defined the offer strategy, overseen store design and managed the opening of the Millennials driven store, *World Design Space*, in Macao (DFNI Award of the best new store in 2018).
* Instituted significant improvements in the brands/products assortment for each store, leading to a 30% increase in category sell through.
* Negotiated the successful introduction of 25 new brands in my portfolio.
* Increased portfolio sales performance by +61% Year-On-Year.

Qatar Duty Free, Doha, Qatar, February 2014 to March 2017  
**CATEGORY MANAGER – Luxury / Fashion**

* Provided leadership to the luxury and fashion category through effective employment of my expertise.
* Administered the Luxury/Fashion buying team of 5 Buyers and Senior Buyers.
* Successfully conducted, negotiated, and implemented the brand assortment and product merchandising plan for 7 Multi-brand Concept stores for the opening of Qatar Airways’ new airport.
* Managed the seasonal purchasing of over 30,000 skus yearly, for a total buying budget over $15million.
* Maintained profitable partnership with more than 50 suppliers (e.g. Hermès, Giorgio Armani, Burberry).
* Direct responsibility for the sales performance of 20 stores, ranging from mid-price to high luxury.
* Put in place SOPs for purchasing and data creation to ensure compliance, effectiveness and data integrity.
* Operated in a pivotal capacity by organizing the first Giorgio Armani Fashion Show in an airport. Efforts were recognized with the 2015 DFNI Award for the Best New Fashion and Accessories Promotion.
* Extensive operations resulted in +150% in Fashion category sales and the duplication of Fashion share of sales in company turnover.

Duty Free Americas, Panama, Panama, April 2008 to January 2014  
**SENIOR BUYER – Ready-to-wear, Accessories, Watches & Jewelry**

* Managed a portfolio of 20 brands (e.g. Bvlgari, Ferragamo, E. Armani) reaching $15M Turnover in 2013.
* Purchased and crafted product assortment for 80 stores across 7 countries in the Americas.
* Directed the internal and external transformation of DFA’s Fashion Department to integrate ready-to-wear into their offer.
* Exhibited success by driving a 5% increase in department’s share of total sales in Latin America.
* Instituted a 50% increase in sales in the 2011 portfolio results and a 23% increase in sales in the 2012 portfolio results through careful selection and adjustment of product assortment by store.

Dufry Mexico, Mexico City, Mexico, February 2007 to March 2008  
**BUYER – Luxury / Fashion**

* Directed the Fashion/Luxury category for the 12 duty-free boutiques (e.g. Hermès, BOSS, Bvlgari) at Mexico City International Airport, selling $6.8M in 2007.

**Education and Credentials**

Master of Business Administration (M.B.A.), 2005

*Tec de Monterrey EGADE, Monterrey, Mexico*

Bachelor of Science/Art (B.Sc./B.A.) in International Business, 2004

*Rennes School of Business, Rennes, France*



* Transforming your Business with AI - INSEAD - Ongoing
* Managing Big Data With MySQL – Duke university - 2020
* Mastering Data Analysis in Excel – Duke University - 2020
* Business Metrics for Data-Driven Companies – Duke University - 2020
* The Fundamentals of Digital Marketing – The Open University - 2020
* E-Commerce Web Strategy – Alison - 2020

**Additional Information**

**Languages:** Fluent in English & Spanish. Native French.

**Technical Proficiencies:** MS Office, MS Access, MS Power Automate, Shopify, MySQL, Google Analytics, RMS, Retek.