

BOTTEGA VENETA General Merchandising Manager Middle East

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Company: Kering

Location: , , United Arab Emirates

Category: sales-and-related

Bottega Veneta – inspiring individuality with innovative craftsmanship since 1966. Creativity lies at the heart of all that we do. Born in Vicenza the house is rooted in Italian culture yet maintains a truly global outlook. An inclusive brand with exclusive products Bottega Veneta is as much of a feeling as it is an aesthetic. The General Merchandising Manager plays a crucial role in developing and executing strategies to drive sales. This position involves collaborating with cross-functional teams to ensure alignment with overall brand image and business objective

Main assignments-

- MERCHANDISING STRATEGY:** Develop and implement merchandising strategies in line with Bottega Veneta brand positioning
- Establish and build merchandising strategy for the Middle East region & for every local market
- Collaborate with the marketing, logistic and retail teams to align merchandising efforts with overall business goals
- Contributing to the regional Collection Plan definition by giving feedback to functions/materials/styles needed in the market-
- BUYING & ASSORTMENT PLANNING:** Collaborate with EMEA Merchandising team in performing all seasonal buying, targeting and balancing specific local needs with the overall regional buying strategy.
- Analyze market trends and consumer behavior to prepare buying trends
- Fully responsible for all Merchandising categories targeting a healthy stock level and maximizing sales and sell through targets.-
- INVENTORY MANAGEMENT:** Overseeing the new local warehouse implementation
- Optimize inventory levels to meet demand and sales objectives.
- Collaborate with the supply chain team to ensure timely and efficient flow
- Tracking delivery and replenishment of seasonal and permanent collections monitoring the weeks of coverage and reporting any special need to the EMEA Merchandising team-

TEAM LEADERSHIP Lead and manage a team of merchandisers, providing guidance and support. Foster a collaborative and innovative work environment. Drive and develop a strong team performance through effective team building and coaching. Constant collaboration and partnership with EMEA Merchandising team. - ANALYSIS AND REPORTING: Monitoring of local market trends and competition collecting quality feedback from the stores Conduct regular analysis of sales performance and other relevant metrics Generate reports and insights to inform merchandising decisions and strategy

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