

## EXPERIENCE

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**BUSINESS CREATIVE ADVISORS, 2023 to date** **NEW YORK**

- **Consultant** to designers launching their own Brand in luxury, fashion, accessories and footwear
- **Adjunct Professor**, Fashion Institute of Technology, Global Fashion Management Masters' Program (Spring 2026)
- **Guest Lecturer** and Coach, Institut Français de la Mode, Global MBA Program **PARIS**

**GF CAPITAL, 2022-2023**

**Senior Advisor** **NEW YORK**

- Advisor to PE firm on their consumer retail portfolio, including Mansur Gavriel

**MANSUR GAVRIEL, 2019-2022**

**Chief Executive Officer** **NEW YORK**

- Turned around the Brand following PE firm acquisition, and put it on path to major sustainable, profitable growth
- Lead strategy: focused product offer, revamped production, installed global pricing, and clarified Brand identity
- Drove significant improvements in customer acquisition, conversion, engagement, leading to double digit sales growth and operating income gains
- Successfully steered the Brand through Covid, preserving cash for growth, while driving international expansion
- Professionalized each business pillar, attracting top talent and changing the culture to a powerful team of leaders
- Put in place reliable financial reporting and introduced data-driven decision making.

**RALPH LAUREN, 2016-2018**

**President - World of Accessories** **NEW YORK**

- Led newly created Accessories & Footwear Division to build major business pillars across all Brands - Collection, Purple Label, Polo Men, Polo Women, Lauren, Chaps. Sales > US\$500M
- Full P&L oversight. Overhauled loss-making Business Unit to profitability within 12 months and set it up for growth

**LVMH - DFS, 2004 – 2016**

**Executive Vice President - Fashion, Food & Gifts, 2015-2016** **HONG KONG**

- Full P&L responsibility for WW Fashion, Accessories, Food & Gifts portfolio, US\$2.4B+ in sales
- Redefined Food & Gift strategy across 300 airport concessions and 15 Galleries, increasing sales and margin +30%

**Senior Vice President – General Merchandise Manager, Fashion, 2012-2015** **HONG KONG**

- Led the Worldwide Fashion portfolio, driving US\$1.7B+ in sales

**Global Vice President – European Brands, 2007-2012** **PARIS**

**Director of Merchandise - Fashion, 2004-2007** **SAN FRANCISCO**

**RICHEMONT - CARTIER, 2001-2004** **HONG KONG**

**LVMH – DFS, 1997-2000** **HONG KONG/SINGAPORE**

**LVMH - CHRISTIAN DIOR COUTURE, 1989-1996** **PARIS**

**McKINSEY & CO, 1989-1990** **NEW YORK**

**GREY ADVERTISING, 1985-1988** **NEW YORK/PARIS**

## EDUCATION

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**COLUMBIA UNIVERSITY, MBA - Marketing and Finance** **NEW YORK**

**KING'S COLLEGE, B.Sc. Honors - Mathematics and Management** **LONDON**

## PERSONAL

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Bilingual: French and English. Hong Kong Permanent ID

Former Elected French Foreign Trade Advisor in Hong-Kong (CCE)

Avid traveler. Grew up in Dire-Daoua, Ethiopia; Beijing, PRC; and Cape Town, South Africa. PADI-certified Dive Master