

NYC-based fashion enthusiast with **6+ years of experience** in the retail business, with a keen eye for trends and an **exceptional understanding of the fashion industry**.

Extensive experience doing **product development in Asia** (China/India) and **Europe** (France/Italy). Great ability to **uncover and renew bestsellers**, **excellent analytical and commercial skills** and a dedicated approach to working in a highly fast moving environment. Creating **inspiring trend reports** based on **consumer behavioral shifts** and large-scale **market research**.



Work Experience

Material Editor Intern

Fashion Snoops

New York 2020

Fashion Snoops is a global trend forecasting agency for brands in fashion, beauty, home and accessories based in NYC. I worked closely with the materials editor creating seasonal material forecasts, runway analysis and trade show reports. I was responsible for delivering two HOT NOW articles per week describing the latest and newest trends and innovations relevant for our department. We provided material forecasts for the different departments ranging from women, men, accessory and home. I contributed to the entire trend forecast process from ideation to uncovering consumer insights, as well as researching topics and visuals by connecting the dots resulting in inspiring and actionable trend reports.

Fashion Buyer

A.S. Adventure Retail Concepts

Antwerp 2018-2019

A.S. Adventure is a Belgian retailer of outdoor equipment, part of the biggest outdoor retail group in Europe, with also an important fashion collection ranging from women, men to kids. As the Women Fashion Buyer for this multi brand retailer, I was responsible for the selection of the collections as well as determining the mix and positioning of the different brands in the stores. Evaluating the sales results on a weekly basis, I decided about reorders taking into account the budget, margins and stock values of my department. Each season I defined fashion trends and created a trend presentation, which supported the marketing and visual merchandising departments. Making size and price analysis for each brand in addition to doing market research and competitor reports, made me stay on top of new developments that helped grow my department and achieve the targets defined by the management team.

Product Mgr. Fashion

LolaLiza

Brussels 2013-2018

I was responsible for the product development and collection plan of the private label collection of this Belgian fashion brand with over 100 stores in the BENELUX. On a daily basis I worked together with the design team and technicians to translate design into final product. Based on the sales result and fashion trends, we developed new styles and rethink bestsellers. I managed budget, open to buy management, margins, stock and deliveries. In addition, I developed and adapted the supplier base depending on performance, delivery and prices. Other responsibilities were requesting of samples and sourcing of fabrics, resulting in the negotiation of prices and lead times. My main supplier base was located in China, India, France and Italy.

Market Data Analyst

Samsung Electronics

Brussels 2011-2013

As a market data analyst, I worked alongside a multitude of product managers in the marketing department. I was responsible for analysing and reporting the weekly and monthly sales/market results, as well as the promotional actions of the competitors. I also did forecasting for future marketing initiatives as well as profit projections.

Education

Parsons The New School

Fashion Trends

New York 2020

Fashion Institute of Technology

Demystifying Fashion Forecasting

New York 2020

VUB University

Master Science of Communication

Brussels 2010-2011

VUB University

Bachelor Science of Communication

Brussels 2007-2010

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Languages

English
Excellent

French
Excellent

Spanish
Excellent

Dutch
Mother tongue

Skills

Detecting & implementing fashion trends

Collection building

Customer focus

Renewal of best-sellers

Open-to-buy management

Competitors & market analysis

Negotiation of prices & lead times

Evaluating sales and checking for reorders

Tradeshaw analysis

Prospecting and supplier evaluation

Managing budget and stocklevels