

**NEED A TRUSTED
ADVISOR TO GROW YOUR
BRAND?**

GLOBAL FASHION MANAGEMENT

**Bringing over 25 years'
International Experience in
Brand & Retail Management
from Strategy to Execution**

www.globalfashionmanagement.com

Tel +44 20 8576 6233

Intl +44 7951 198 769 - whatsapp

Our Values

Honesty

Transparency

Business Creative whatever the budget



**GLOBAL FASHION
MANAGEMENT**

BRAND MANAGEMENT & EXECUTION

Wholesale (B2B) Work

*Understanding the **Brand positioning** and **identifying the right clients** at wholesale level

*Establishing the **sales process** to identify, **acquire & retain** domestic and international **Buyers and Clients**

*Understanding how to **identify, recruit & manage agents, distributors** & other **partners** (logistics, PR, manufacturers)

*Searching for agents and distributors worldwide

***Managing** domestic and international **Trade Shows and improving ROI**

All tasks can be delivered on a consulting or interim management basis.

RETAIL MANAGEMENT & EXECUTION

Retail (B2C) Work

- ***Improving cash flow, sales, profits** and customer traffic by using the 2 key assets of a retail business (**stock and people**)
- *Providing a **monthly merchandise plan** & **optimising Buying / Merchandising**
- ***Training & consulting from Top management to front-line staff**
- ***Retail management** with the emphasis on store operations, multi-site management and customer service excellence – setting up the **KPIs**

All tasks can be delivered on a consulting or interim management basis.

OUR APPROACH

Workshop series & a 360° Analysis

GFM regularly delivers **fashion workshops** in the UK & internationally: **Cyprus, France, Germany, Malaysia, Portugal, Thailand, Uruguay ...**

With our unique operations insight, we can deliver second to none workshops such as our "101 Golden Rules for Sales Success to the USA".

GFM offers a **360° vision** of the Fashion Industry and a swift successful implementation of your domestic and international projects **focusing on your cash, your stock and your people.**

"Fashion success is no more about what you know, it is about what you do not know" Thierry Bayle Founder GFM

CLIENT EXPERIENCE

**25 Years in B2B & B2C
(including Online & Pop-Up)**

From **High-End Designer brands** to **Young Designers**

Akong London, **Calvin Klein**, Cocoa Cashmere, **Forever Unique**, Kenzo, **Jianhui London**, Lipsy, **Monnalisa**, Moschino, **Paule Ka**, Pomodoro, **Sergio Rossi**, Smalto, **Vendula London**, Versace...

Also working with

Agents, E-Commerce service providers, Governments, Manufacturers & Trade shows.

Acting as **Brand & Retail Expert** for Paris trade show **Who's Next**

"Put the right 2 people in a room & every challenge will become an opportunity!" Thierry Bayle Founder GFM

**CLIENTS TRUST US
AS A CHANGE &
GROWTH
ACCELERATOR**



**GLOBAL FASHION
MANAGEMENT**

**Bringing critical
thinking & improving
People, Products &
Processes**

www.globalfashionmanagement.com

Tel +44 20 8576 6233

Intl +44 7951 198 769 - whatsapp