



THIERRY BAYLE, 'DOCTOR FASHION'
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YOUR FASHION PROJECT

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WHO IS THIERRY BAYLE?

Thierry Bayle is the Founder of Global Fashion Management, the London Fashion Business Academy (Online Business of Fashion Courses) and Co-Founder of CEO Mentoring. He has a truly global outlook, having lived in many different countries when growing up (Europe, USA, Madagascar and Venezuela) and continuing this pattern throughout his working life (UK, USA, Japan, Singapore, South East Asia and the Indian Sub-Continent). Thierry's early life, growing up in a diplomatic family, means that he is very much at home working with government and diplomatic organisations as well as businesses.

He has always worked with multicultural staff and cross-functional teams. He is equally happy talking to staff at every level of an organisation, in order to take a project from inception to conclusion. Clients benefit from his ability to think outside the box and to bring unique and creative business ideas, as well as his use of successful business tools and techniques from around the world.

He is passionate about sharing his knowledge in order to benefit students from Business or Fashion Design Schools and, above all, supporting Start Ups and Young Designers.

Some of our clients view Thierry as “**Doctor Fashion**” as they appreciate his logical, detailed approach. They welcome his use of diagnostics and tests, exploring all KPIs before prescribing a viable, profitable solution. Often Fashion business owners search for ways of solving their problems but do not understand the importance of goals and context. Thierry's questions will investigate these in order to bring a positive, long-term impact on the business.

Having worked for more than 25 years on the business side of Fashion and Retail, Thierry's clients benefit from his experience with International Designers (such as Alberta Ferretti, Calvin Klein, DKNY, DVF, Kenzo, Monnalisa, Moschino, Paule Ka, Sergio Rossi, Smalto, Versace), many international SMEs, Young Designers and retailers.

Thierry works every week with Brands and Retailers so he has a very unique perspective on what is **currently** happening and what **will** happen with a high probability rate, due to the thousands of case studies he can rely on.

He also regularly works with all the Fashion stakeholders and all functions within Fashion Companies, so Clients can be confident that every opportunity or challenge affecting the business will be approached with 360° vision and analysis.

CLIENTS WHO HAVE WORKED WITH THIERRY BAYLE

Thierry brings his energy, business management tools and hands-on operations expertise to speaking engagements and events for Brands, Retailers, Manufacturers (MAS, Sri Lanka) and other Fashion related organisations e.g.:

Governments

DITP Thailand, UK Trade and Investment, Inves Trinidad and Tobago, KOTRA (South Korean Government Trade-Investment Agency), Uruguay XXI and the UK Government's Growth Accelerator programme (business coaching)

Local Councils

London Borough of Hammersmith & Fulham, Rochdale Council, Shropshire Council

Bank

Natwest

Education

HEC Business School, Inseec, London College of Fashion, Mod Spe Fashion School (Paris), Regents University London, The Source Academy, Youth Business Trinidad & Tobago, Southampton Solent University

Federations - Groups

Brighton Fashion Week, British Jewellery Association, Couture Fashion Week; Fashion Week Skopje (Macedonia), The Luxury Network

Libraries

City Business Library, Newham Library, Westminster Library

Non-Profit Organisations

Fashion Group International, Petit Miracles Business Hub, Portobello Business Centre

Trade Shows

Bangkok Intl Fashion Fair BIFF, Bubble, Magic, Moda UK, Modtissimo Porto, Pure London, Summer Fair and Who's Next.

Service Providers – Fashion Tech

Management One, Retail IT, Transcosmos



Thierry has been acting for several years as Brand and Retail Expert for the show.

This in itself allows him to take the pulse of the industry and connects closely with over 300 executives and business owners in Fashion every single year.



With 30 years' international experience, Management One offers a unique insight on the importance of the Merchandise Plan (Open to Buy Plan) and its effectiveness to improve Retail/ Online profitability. By implementing the Plan with Retailers around the world, Thierry was able to see that the big data and algorithm can help forecast sales at over 90% accuracy.

With clever questioning, it opens all the doors of opportunities in the business. The store can now grow.

Thierry delivers his experience as a coach, mentor, consultant, teacher and business manager as he knows that success comes from optimised execution.

He has set up many online and live seminars, workshops and masterclasses to address the key opportunities and challenges faced regularly by Fashion Brands and Retailers.

KEY VALUES AND BENEFITS OF THE EVENTS HE DELIVERS

Key values

We believe that the following are vital in the preparation and execution of any successful event:

- Honesty and transparency
- Understanding the Client's needs and exceeding their expectations
- Story-telling to ensure the effective transfer of skills and experience to all attendees
- Interactive, motivating, thought-provoking and energy-boosting sessions.

The Fashion Industry has become more complex and unpredictable. Thierry reminds students, executives and business owners that

"Today, Fashion success is no more about what you know, it is about what you do not know"

Clients tell us

"You care more about my business than I do" as Thierry is able to see the red flag where the owner and management team just see a green flag. They know that he opens doors that others cannot see.

"Once again, you are helping me assess things from different angles. I have never even considered this (really like the way you think)"

Benefits

Our proposals will always include preparation, follow-up and measurable results. The process starts with an exercise to gain a clear understanding of the Client's precise goals. This enables us to formulate them into some key measurable indicators.

Clients particularly appreciate the extent of the preparation carried out before the event: we ask all attendees to complete a questionnaire to ensure that the content of the speech, workshop or masterclass will answer their specific challenges or opportunities. This approach guarantees that attendees will take something concrete and useful from the event. Thierry believes strongly that this type of event is perfectly suited to brainstorming vision and setting up measurable goals for the organisation.

We are looking forward to working with you and sharing the business of Fashion. Together we can make your business and community grow (domestic and international and at wholesale, retail and online level).

For interviews or to request Thierry's presence at your next event, connect with us:

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