

Buying Manager 买手经理

Location : Shanghai

About the company 公司介绍:

Our client is a renowned brand celebrated for its exquisite jewelry and accessories.

我们的客户是一家知名法国饰品品牌。

Responsibilities 岗位职责:

- Decompose the seasonal OTB development structure, conduct research, and execute product assortment and buying based on sales demand, fashion trends, brand positioning, and Chinese consumer market trends;
季度 OTB 开发结构分解, 进行调研, 根据销售需求、流行趋势、品牌定位和中国消费者市场趋势进行产品组货采买;
- Deliver seasonal new product professional training, create styling and creative content, lead the development of product training plans, produce professional training materials, and control the quality of internal training sharing content and courseware;
季度新品专业知识培训, 穿搭创意内容输出, 主导商品培训计划的制定, 专业课件的制作以及对内部培训分享课件内容和质量把关;
- Conduct regular market and competitor research to support the brand's strategic development in the Chinese market; stay familiar with industry trends, key elements, and colors, and quickly identify bestsellers and potential high-potential products;
定期做市场/竞品调研, 以支持品牌在中国市场的战略发展, 熟悉行业流行趋势、元素、颜色, 快速发掘爆款及潜力商品
- Competitor research and sharing: collect and share fashion information and industry dynamics to enhance the team's deep understanding of the industry; guide the team to provide product suggestions based on market insights and competitor sales, optimizing store product mix; perform competitor analysis, track weekly sales of competing brands and store products, and adjust store promotional products and pricing strategies to drive sales performance.
竞品调研与分享: 流行资讯和行业动态信息收集及分享, 提升团队对行业的深度了解, 指导团队结合市场资讯及竞品销售, 给到产品建议, 优化店铺产品结构; 竞品调研分析, 负责竞争品牌、店铺商品每周销售跟踪, 并调整店铺推广产品和价格策略, 促进销售完成。

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Requirements 任职资格:

- Bachelor's degree or above; overseas study experience is preferred;
本科及以上学历，有国外留学经验者优先；
- 3+ years of working experience in the fashion industry;
3年以上时尚行业工作者；
- Fluent English communication skills; French proficiency is a plus;
流利的英语沟通能力，会法语者优先；
- Familiar with industry trends, key elements, and colors; ability to quickly identify bestsellers and potential products;
熟悉行业流行趋势、元素、颜色，快速发掘爆款及潜力商品；
- Proactive, passionate about online shopping and fashion trends, and a true practitioner of fashion.
积极主动，热爱网购、热衷时尚潮流，是时尚的忠实实践者。

Please send your resume and your motivation letter to: sh-recruitment@ccifc.org

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