



CBN

CBN FASHION AGENCY

DRIVING GROWTH FOR FASHION AND ACCESSORIES BRANDS

ABOUT US



With over **25 years of experience** in the fashion industry, I have held strategic positions, including as **International Omnichannel Commercial** and **Merchandising Director**, with iconic houses such as:

Dior, Dsquared, Maison Margiela, Vivienne Westwood, Viktor&Rolf, Sonia Rykiel, Jean-Charles de Castelbajac, Sophia Kokosalaki, Jonathan Saunders, and Swarovski, contributing to a total turnover of **€392 million**.

These roles have enabled me to lead global strategies, enhance their international visibility, and directly contribute to their growth.

In 2021, armed with this experience, I founded **CBN Fashion Agency** to support fashion and accessory houses in their development strategy.

My agency is built on two essential pillars: **Merchandising and Omnichannel Distribution**, to transform your ambitions into lasting success.

Today, I put my expertise at the service of your brand by offering tailor-made solutions. Desirability, visibility, and growth are our goals throughout our collaboration.

CBN Fashion Agency is the **key partner**: creativity and vision that elevate your brand's prestige and success.

Hafida Ayata, CEO

VISION

We design and contribute to the implementation of a development strategy for fashion houses, based on a clear, innovative, and growth-oriented vision.

Our ambition is to **create visibility and desirability** by implementing a sustainable omnichannel strategy. To achieve this goal, we have developed a flexible and tailor-made structure.

We believe in fashion that combines authenticity and sustainable impact.

MISSION

Our mission is to develop strong strategies to help existing brands effectively conquer increasingly demanding markets.

CBN Fashion Agency, based in Paris, supports fashion houses from start to finish on three main areas:

- Omnichannel Distribution
- Merchandising
- Production

Our mission is to promote the values, **identity, heritage, and DNA** of fashion houses, by transforming your uniqueness into a competitive advantage.

Each project is **tailor-made** to meet your objectives, while highlighting your expertise and history.

“Together, we build a sustainable and dynamic business”.

EXPERTISE

Cultivating Excellence and Innovation

CBN Fashion Agency supports fashion houses in their growth and expansion through expert knowledge in three key areas.

Omnichannel Distribution: Multiply Your Market Opportunities

- **Trusted Network:** Collaboration with 700 multi-brand retailers in key markets across Europe, the Middle East, Asia, and the United States.
- **Establishment and negotiation with various trade shows:** White, Tranoi, WSN, Première Classe, Première Vision, VicenzaOro.
- **Distribution Strategy:** Negotiation of purchasing budgets, marketing conditions, and implementation of promotional operations.

Merchandising: Amplify Your Brand's Desirability

- **Defining the Brand Platform:** Its semantic and semiotic lexicons.
- **Strategic Collection Plans:** Development of product ranges (core business, iconic, best sellers, carry-over).
- **Assortment Management:** Definition of the product structure, pricing, calendar, budget, and assortment plan.

Production & Development: Ensuring Quality, Innovation, and Profitability

- **Industrial Management:** Development of the brand portfolio for factories: Ready-to-wear and Accessories.
- **Partnerships:** Defining targets and negotiating development and industrialization agreements.
- **Production Optimization:** Monitoring the entire production chain (from the first sketch to industrialization, deliveries, and invoicing).

SERVICES

We develop **tailor-made** revitalization strategies designed to reinvent brand identity while optimizing their distribution channels. Through intelligent synergies, we enhance innovation and responsiveness to market trends, highlighting collaborative projects that leverage the unique strengths of each partner.

Our interventions are tailored to the specific needs of consumers and are structured around **four key areas**

- **Development collection & Merchandising**
- **Commercial Strategy**
- **Marketing & Benchmarks**
- **Digital et Communication**



Collection Development & Merchandising

- **Brand Identity Construction:** Developing product positioning that reflects the brand's values and aspirations while incorporating differentiating strategies to stand out in the market.
- **Strategic Execution:** Optimal budget management, in-depth competition analysis, targeted audits, and SWOT diagnostics for informed decision-making.
- **Collection Optimization:** Coordination of briefings, creative direction development, relevant product positioning, and defining appropriate pricing strategies.

Commercial strategies

- **Strategic Repositioning:** Enhancing brand value through differentiated and high-performing omnichannel strategies.
- **Targeted Prospection & Partnerships:** Access to an exclusive network of 700 multi-brand retailers, including 60% independent retailers, 30% department stores, and 10% e-commerce platforms.
- **Sustainable Commercial Agreements:** Strategic negotiations fostering sustainable growth and maximum impact on results.
- **Channel Optimization:** Integration of effective tools like CRM, visual merchandising, and promotional materials.
- **Partnership Development:** Collaborations with over 100 major players in women's RTW collection production.

Marketing & Benchmarks

- **Market Research & Competitive Intelligence:** Identifying strategic opportunities to anticipate multi-brand retailer needs.
- **Trend Analysis:** Identifying criteria of excellence to inspire value creation and reinforce collection appeal.
- **Strategic Solutions:** Designing custom strategic campaigns aligned with growth objectives and client expectations.

Digital et Communication

- **Customized Tool Creation:** Developing brochures, collection briefings, newsletters, and visual merchandising guidelines tailored to your needs.
- **E-commerce Strategy:** Implementing digital marketing, in-depth data analysis, and optimizing customer journeys to maximize engagement.
- **Sales Optimization:** Improving commercial efficiency and strengthening overall performance through targeted strategies and monitoring tools.

RESULTS



WHOLESALE

- **Strategic Expansion:** Partnerships with **700 multi-brand retailers** worldwide, representing **7 fashion houses**.
- **Key Figures:** Generated **over €15 million in wholesale in 2022, with an 8%** increase in revenue thanks to targeted merchandising strategies.
- **Increased Visibility:** Collaborations with three strategic partners that enhanced brand audience and consumer appeal.

RETAIL

- **Key Initiatives:** Creation of pop-ups and shop-in-shops with major department stores like Printemps, Selfridge, Bloomingdale's, El Corte Inglés, Harvey Nichols, and more.
- **Digital Launch:** Boosted online sales via key platforms like NAP, Matches, Farfetch, Ounass, and Ssense, leading to a **+6%** average basket increase.
- **Sales Growth:** Accelerated performance for three brands, achieving **a 27% increase**.

PRODUCTION

- **Significant Development:** **+11%** growth, thanks to integrating **six luxury brands** (Dior, Givenchy, Loro Piana, Balmain, Schiaparelli, Paco Rabanne) into our Partner factory's portfolio.
- **Strategic Optimization:** Market analysis, competitive intelligence, and structured action plans to enhance workshop expertise and techniques.

CBN FASHION AGENCY

BRANDS		MARCHÉ CIBLE	BOUTIQUES	RÉALISATIONS
MAXIME SIMOENS	➔	EUROPE RUSSIA	DOVER STREET MARKET TITZIANA FAUSTI SANTA EULALIA TSUM	+3% , +5 POS IN 2022
JOHN RICHMOND	➔	EUROPE RUSSIA EX SOVIET UNION USA	KADEWE HELEN MERLEN GALERIES LAFAYETTES NEIMAN MARCUS	11% , + 35 POS IN 2023
GIOVANNI BEDIN	➔	EUROPE MIDDLE EAST FAR EAST USA	HARROD'S CORSO COMO GENTE ETOILE LANE CRAWFORD BARNEY'S	+7% , + 20 POS IN 2023
REDEMPTION	➔	EUROPE MIDDLE EAST USA	SELFRIDGES BEYMEN LE PRINTEMPS BERGDORFF GOODMAN	+3% , + 6 POS IN 2023
SILVIAN HEACH	➔	EUROPE RUSSIA	AZZURRO FASHION CLINICFENWICK PAOLA	+6% , + 35 POS IN 2023
DMN	➔	EUROPE USA	KadEWE HELEN MERLEN GALERIES LAFAYETTES NEIMAN MARCUS	+7% , +10 POS IN 2022
ARYA	➔	EUROPE	COQUELINE MARTI FELLEZ FRANZ KRALER	+3% , + 11 POS IN 2023



“ They Trust us ”

JOHN
RICHMOND[®]

Arya ✨

Redemption

**SILVIAN
HEACH**

MARCOBOLOGNA

MAXIME SIMOENS
PARIS

S Atelier Stimamiglio

A monogram logo consisting of the letters 'S', 'C', 'F', 'C' intertwined in a decorative, gothic-style font.

SC FASHION CO.

GIOVANNIBEDIN

FRANCESCA LIBERATORE

CBN

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“

Together, let's bring your
ambitions to life

”



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