

## DENISE C. FOLEY

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### SUMMARY

Accomplished Visual Merchandising professional well versed in the practice of luxury branding and product presentation. Proven ability to engage and inspire both a national and international clientele. Specialized skills: fashion, lifestyle, art and design collaborations within a retail environment. Ardent Project Manager, with outstanding negotiation capability; adaptable to environments which value speed and flexibility.

### PROFESSIONAL EXPERIENCE

#### **BURBERRY, SENIOR VISUAL MANAGER, AMERICAS WHOLESAL**

2018 - PRESENT

Leading creative visual merchandising strategies in support of the brand evolution to luxury. Shifting both industry and client perception of our Wholesale business within the Americas market, actioned through a focus on customer experience and discovery. Network consists of 170 points of distribution, with key concentration centered on 85 locations in the US and Canada.

Emotionally connecting with and engaging clients through the creation of activations which support the brand image and reinforce brand positioning:

- 40+ newly designed shop concepts executed in the 2019/20, 2021/22 fiscal year in partnership with Americas Store Design & Construction teams. Consulted on overall design, layouts, and merchandising needs. Procurement of VM props, coordination of field team support and local photography.
- 50+ pop-ups, windows and touch points executed from 2018 through 2022 in partnership with UK Creative teams within key Wholesale and Travel Retail locations in top markets. Sourced and managed local production, supervised installation, product merchandising and styling.

Creating a seamless customer experience through cross-functional communication with US Retail and UK Global VM teams, providing direction to brand partners to ensure continuity and cohesion across the Americas.

Translation of monthly presentation guidelines to reflect the Americas Wholesale and Travel Retail offer, balancing aesthetic with commercial business needs in partnership with Account Executives.

#### **FREELANCE, VISUAL MERCHANDISING/CREATIVE SERVICES CONSULTANT**

ONGOING

Employ design, presentation and styling services for both a local and international clientele in the US and abroad:

- Site specific installations encompassing show windows and store interiors.
- In-store merchandising.
- Sourcing of materials and suppliers.
- Showroom conceptualization and realization.
- Clients include: Tiffany & Co., Celine, Ralph Lauren, amongst others.

VM Ambassador to companies such as FarFetch and WindowsWear, serving as a frequent guest lecturer and experience host.

## **MONCLER USA, VISUAL MERCHANDISING MANAGER, AMERICAS**

2011 - 2016

### **CREATIVE**

Led the development of window installations and in-store displays for 19 retail locations in the US, Canada, and Brazil:

- Spearheaded 16 new store openings in partnership with Milan HQ: window production/installation, in-store merchandising and procurement of all visual enhancements (mannequins/props/floral/lighting); managed flow of VM assets.
- Researched, identified and managed local suppliers in each market for all visual production needs: obtained and analyzed bids for all projects; selecting appropriate vendors to best meet quality, budget and deadline constraints.
- Facilitated collaboration between international production houses and Creative Services in Milan: established strong vendor database to support multiple projects, cultivated dynamic relationships to foster design ingenuity and imaginative installations.
- Presided over set up of NY showroom for sales campaigns and special events, directing VM team in collaboration with Wholesale and Marketing divisions.

### **MERCHANDISING**

Provided hands-on support as well as corporate direction in the maintenance of presentation standards in 19 DOS, 6 newly built shop-in-shops and multiple wholesale accounts:

- Oversaw planning & execution of monthly floor sets and window changes: Guided Field Team compliance of new directives, as well as ongoing VM standards and expectations across all channels, ensuring regional and global alignment.
- Supported sales goals through the use of weekly selling and VM maintenance reports: Partnered with store teams throughout network on merchandising updates which preserved standards of the brand while meeting selling performance expectations.
- Collaborated with key members of the Retail and Wholesale merchandising teams to develop and implement initiatives which focused on the needs of each market, resulting in 11% sales increase.
- Built Field team and developed VM talent in-store to increase bench strength; supporting company growth.

## **BERGDORF GOODMAN, DIRECTOR OF INTERIORS/VISUAL PRESENTATION, RTW**

2006 - 2011

Created a striking and cohesive shopping environment driven by family of business on six selling floors in a luxury retail space. This role required a global vision for the store, directing and implementing both short and long-term projects with a team of six.

Responsible for Visual Merchandising of the following key brands within the store: Prada, Lanvin, Fendi, Dior, Chanel, YSL, Valentino, Nina Ricci, Celine, Dries Van Noten, Brunello Cuccinelli, Balenciaga, Balmain, Azzedine Alaia, Givenchy, Rick Owens, Bottega Veneta, Marc Jacobs, amongst others.

- Instrumental in sourcing fine art, props and fixtures; collaborated with outside artists, galleries, and other institutions to create revolving installations that added excitement to the floors and enriched the customer experience.
- Supported brand image through detailed planning with Special Events; designed and installed in-store presentations for parties, personal appearances, book signings and fashion shows that reflected the art, quality and vision of the company.
- Impacted sales by developing working partnerships with Buying and Selling teams as well as the vendor community to creatively present merchandise in a way that supported the store's business strategies as well as designer brand images.
- Accountable for management of the following budgets: monthly supplies, seasonal expense accounts, and capital projects for renovations and upgrades.

## **PRIOR ROLES INCLUDE:**

BLOOMINGDALE'S, SENIOR VISUAL MANAGER, RTW/MEN'S/YOUNG WORLD, NYC FLAGSHIP

LORD & TAYLOR, FASHION MANAGER, 5th AVENUE WINDOWS

LORD & TAYLOR, VISUAL MERCHANDISING MANAGER

## **TEACHING & MENTORSHIP**

Mentor to Visual Merchandising and Design students in both the US and abroad through partnerships with the Fashion Institute of Technology, LIM, and Fisher College. Providing advisement, guidance, and industry insight along with networking opportunities.

- Portfolio Review Panel: Fashion Institute of Technology
- Advisory board: Fisher College

## **FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NY ADJUNCT PROFESSOR/VISUAL PRESENTATION AND EXHIBITION DESIGN**

2011 - 2013

- Studio Design/Product Presentation: This course introduced the use of hands-on display techniques, equipment, and materials for three-dimensional product presentation. Developed new course syllabus and introduced new installation projects relevant to current industry trends.
- Mannequin Madness: History and use of mannequins in field.

## **EDUCATION**

FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NEW YORK, NYC  
Associate in Applied Science, Display & Exhibit Design

PARIS FASHION INSTITUTE, PARIS, FRANCE  
Certificate of Completion, Fashion Merchandising

FISHER COLLEGE, BOSTON, MA  
Associate in Science, Business Administration