

SUMMARY

Accomplished Visual Merchandising professional well versed in the practice of luxury branding and product presentation. Proven ability to engage, exhilarate 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. Currently consulting with several prestigious luxury brands.

PROFESSIONAL EXPERIENCE

FREELANCE, VISUAL MERCHANDISING/CREATIVE SERVICES CONSULTANT PRESENT

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, Barney's New York and Fifty-One East Lagoon (Qatar).

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 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 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.

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

2003 - 2006

Produced a visually stimulating shopping experience on eight selling floors totaling 150,000 sq. ft. in the flagship location:

- Established fashion leadership through close partnership with Fashion Office to highlight key trends for mannequin presentations with a focus on emerging new designers and European designer brands.
- Sourced and purchased mannequins, selected art, lighting and related props to enrich the store environment.
- Promoted brand image by partnering with Public Relations to plan, create and install presentations to support all special events.
- Managed and led a creative staff of nine; including two Junior Managers whose focus was to support and enhance quarterly strategies.
- Trained and directed the store merchandising team, teaching the principles and necessary skills to maintain presentation standards which followed the corporate directive.

PRIOR ROLES INCLUDE:

LORD & TAYLOR, FASHION MANAGER, 5th AVENUE WINDOWS

LORD & TAYLOR, VISUAL MERCHANDISING MANAGER

TEACHING EXPERIENCE

FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NY

2011 - 2013

ADJUNCT PROFESSOR/VISUAL PRESENTATION AND EXHIBITION DESIGN

- 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.
- Portfolio Review Panel: Provide advisement and guidance to students. (Ongoing)

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

ACCOMPLISHMENTS AND AWARDS

- 2015 WindowsWear Award, FW window display; Moncler NY
- 2005 Support Award for Outstanding Achievement; Bloomingdale's
- 2004 Quarterly Recognition Award; Bloomingdale's

- Guest lecturer and mentor to Visual Merchandising students at various esteemed campus' throughout the Tristate area