

## 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, 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

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

2011 - 2016

#### CREATIVE

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

- Spearheaded new store openings in partnership with Milan HQ: window production/installation, in-store merchandising and 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 strong 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 DOS, shop-in-shops and 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 for 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 for the store; collaborated with outside artists, galleries, and other institutions to create revolving installations which 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 which 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 which supported the store's business strategies as well as designers 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 enhance the store environment.
- Promoted brand image by partnering with Public Relations to plan, create and install presentations to support all special events.
- Managed and lead 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.

**LORD & TAYLOR, FASHION MANAGER, WINDOW DISPLAY**

1999 - 2003

Successfully created a desire for clients to shop through compelling tableaux and powerful fashion presentation in show windows:

- Selected clothing, accessories, and mannequins for all window changes; liaison between Fashion Office & Window Director.
- Referenced trend forecasts to keep my creative team abreast of new directions in fashion, styling, hair, and makeup.
- Installation of annual holiday windows; planned and executed fashion presentations in addition to set and prop styling.

**LORD & TAYLOR, VISUAL MERCHANDISING MANAGER**

1991 - 1998

Maintained full responsibility for store image through merchandising, fashion styling and presentation techniques:

- Designed and executed display windows, mannequin presentations and special shops based on corporate direction.
- Developed and mentored Managerial and Creative teams responsible for merchandising and in-store presentation.
- Established identifiable department consistency through placement of store fixtures and furniture, directing traffic flow while achieving maximum selling capacity.
- Key member of store opening and renovation team for TriState area.
- Consistently promoted upon achievement of creative and sales goals; gaining square footage, volume and staff.

6/94 – 7/98: Scarsdale, NY 250,000 sq. ft., vol. 80 million

8/93 – 6/94: Livingston, NJ 110,000 sq. ft., vol. 31 million

9/91 – 8/93: Buffalo, NY 100,000 sq. ft., vol. 19.4 million

2/91 – 9/91: Danbury, CT 60,000 sq. ft., vol. 18 million

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

**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)

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

## **EDUCATION**

FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NEW YORK, NYC

Associate in Applied Science, Display & Exhibit Design, Magna Cum Laude, graduated top three in major

PARIS FASHION INSTITUTE, PARIS, FRANCE

Certificate of Completion, Fashion Merchandising

FISHER COLLEGE, BOSTON, MA

Associate in Science, Business Administration, Cum Laude

## **ACCOMPLISHMENTS AND AWARDS**

- 2015 WindowsWear Award Winner, FW window display; Moncler NY
- 2005, 2004 Support Award for Outstanding Achievement/Quarterly Recognition Award; Bloomingdale's
- 2002, 1996 Red Rose Achievement Award, Lord & Taylor