

DENISE C. FOLEY

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SUMMARY

Accomplished Visual Merchandising professional with expertise in luxury branding, experiential design, and product presentation. Proven record delivering immersive environments and activating client experiences across retail, wholesale, and global markets. Proficient project manager, with outstanding negotiation capability; adaptable to environments which value speed and flexibility.

PROFESSIONAL EXPERIENCE

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; brands include Tiffany & Co., Celine, Ralph Lauren, amongst others.

- Oversee site specific installations encompassing show windows and store interiors.
- Direct in-store merchandising and re-designing of retail spaces through aesthetics, storytelling, and customer connection.
- Provide sourcing of materials and suppliers.
- Deliver market research, trend analysis.
- VM Ambassador to companies such as FarFetch and WindowsWear, serving as a frequent guest lecturer and experience host.

BURBERRY, SENIOR VISUAL MANAGER, AMERICAS WHOLESALE

2018 - 2025

Oversaw visual strategy across 170+ wholesale locations; led brand elevation through creative merchandising and experiential design in support of evolution to luxury, actioned through a focus on customer experience and discovery.

- Executed 70+ newly designed shop concepts in partnership with Americas Store Design and Construction teams. Consulted on overall design, layouts, and merchandising needs. Procured VM props. Coordinated, coached and managed field team; secured and managed local photography.
- Implemented 80+ pop-ups, windows and experiential touch points in collaboration with UK creative teams. Oversaw local production, budget and resource allocation, installation, product merchandising and styling.
- Ensured cross-channel consistency via translation of monthly presentation guidelines to reflect Americas Wholesale and Travel Retail offer, balancing aesthetic with commercial business needs while providing direction to brand partners for continuity and cohesion across Americas.

MONCLER USA, VISUAL MERCHANDISING MANAGER, AMERICAS

2011 - 2016

Led development and installation of show windows and in-store visual presentations for 19 retail locations across US, Canada, and Brazil:

- Spearheaded 16 new store openings in partnership with Milan HQ: window production/installation, in-store merchandising, procurement of all visual props and enhancements; managing flow and reuse of VM assets.
- Met quality, budget and deadline constraints by researching, identifying and managing local suppliers in each market for all visual production needs. Obtained and analyzed all bids, selecting the most appropriate vendors.
- 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.
- Directed planning and execution of monthly floor sets and window changes, ensuring compliance of seasonal directives and global VM standards across all channels, creating engaging store presentations.
- Leveraged weekly sales and VM reports to inform targeted merchandising strategies; collaborated cross-functionally with Retail, Wholesale, and Store leadership to implement market-specific initiatives, resulting in 11% sales increase.

MONCLER USA, continued

- Built, scaled and managed a Field VM team across key markets, driving alignment with brand standards and regional business goals.

Orchestrated the setup of the New York showroom for high-impact sales campaigns and curated events, aligning VM execution with Wholesale and Marketing objectives.

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.

- 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.
- Reinforced 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 organization.
- Drove creative merchandising in alignment with sales and vendor goals via cross-functional partnerships.
- Accountable for budget management: monthly supplies, seasonal expense accounts, and capital projects.

PRIOR ROLES INCLUDE:

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

LORD & TAYLOR, FASHION MANAGER, 5th AVENUE WINDOWS

LORD & TAYLOR, VISUAL MERCHANDISING MANAGER, TRI-STATE AREA

TEACHING & MENTORSHIP

Mentor to Visual Merchandising and Design students through ongoing partnerships with the Fashion Institute of Technology, LIM College, 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

2011 - 2013

VISUAL PRESENTATION AND EXHIBITION DESIGN

- Studio Design/Product Presentation: introduced the use of hands-on display techniques, equipment, and materials for three-dimensional product presentation. Shaped new curriculum offerings supporting installation projects reflective of 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/Management