

MARION AGOURIDAS

Visual Merchandising Manager



DETAILS

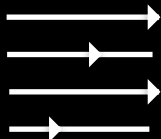
Website version

Upon request



LANGUAGES

English
Spanish
Greek
Italian



IT SKILLS

Pack office

Word, Excel, Powerpoint



Adobe creative suite

Photoshop, Indesign, Illustrator



8 years experience in Visual Merchandising , currently operating for Elie Saab and previously for Maje, Jeanne Lanvin & Yves Saint Laurent

Supervising brand image standards for retail & wholesale network
Management of the business approach : retroplanning, window deliveries, sell thru
Expertise in VM for several product categories Women – Men – Accessories – RTW – Haute Couture – Licencing (fragrances, eyewear)
Good knowledge of Europe (especially France & UK) & EMEA market
Managing store openings (commercial architecture , VM tools, layout & zonings
Training – VM correspondents , sales force, learning tools implementation
Adaptability and creativity : pop-up store development, window concept, trunk show production and follow up

PROFESSIONAL EXPERIENCE

ELIE SAAB - VISUAL MERCHANDISING DEPARTMENT MANAGER

SINCE OCTOBER 2015

Reporting to // Image director & Commercial/VW director

Hired to ensure the development of the Visual Merchandising department and consolidate the support function for the store network & the retail/wholesale direction

Store network management & follow up

- ✓ On retail POS, franchises & SIS (20) via regular reportings and recommendations, follow-up of local VM and regular training.
- ✓ Instore VM of Paris & London POS with my team to send « best practices » to the network
- ✓ Monitoring the Visual Merchandising of the Elie Saab licences fragrance (ShiSeido) and Eyewear (Safilo).

Window scenography, showrooms & events

- ✓ Window & store decoration development (special set up during Fashion weeks, product launch)
- ✓ Scenography production for commercial or institutional events (store openings, press days, trunk shows...)
- ✓ Showroom implementation & coordination for RTW, Haute Couture & Bridal (9/year), set design, defining the color story mood and stories for each collection

Strategy

- ✓ Optimization & study of POS capacity vs sales targets (retail & wholesale) , sell through analysis, slow sellers & strategy development for local markets (France / UK / Middle East)
- ✓ Store opening monitoring : creative executive committee, project follow up with the architectural firm (RDAI), VM tools order & development, VM set up and training of the staff.
- ✓ Budget monitoring: optimization depending on department & company's priorities

Editorial & tools

- ✓ Display tool development and implementation
- ✓ Creation of seasonal guidelines & associated editorial tools (VM bible, collection set up retroplanning)

Management

- ✓ Hierarchical management of 2 visual merchandisers
- ✓ Functional management of local VM's (4) (Middle East, UK, USA, France)

MAJE - SMCP - VISUAL MERCHANDISING DEPARTMENT MANAGER

SEP 2014 - MAY 2015

Reporting to // Visual identity director & CEO

Guarantee compliance of the brand identity of Maje VW store network (430 POS), through the following major tasks :



INTEREST

Styling

Personal shopper

Architecture

Interior design, M&O,FIAC,

auktion

Culture & Sport

Dance french movies

swimming,meditation

EDUCATION

Recruitment panel

Institut Français de la Mode

VM training session for

business & professionals

IFM

One-off VM intervention

for ISCOM school

- ✓ **Monitoring of the VV network** : ensure the conformity of the VM policy within the store network : set up of regular meeting processes with commercial direction (retail & wholesale)
- ✓ **Instore VM & Windows / Pop up stores** : sharing VM instore guidelines on regular bases,taking into consideration performance information (Sell Thru) & buyings. Implementation of pop-up store concepts to lead the network (special launches,fashion calendar...)
- ✓ **Editorial** : creation of seasonal guidelines for collection set up instore and to guarantee VM standards. Regular training of sales force and regional directors.
- ✓ **Management of store openings** with layout analysis, in cooperation with retail teams or partners (commercial constraints, buyings).
- ✓ **Management** of 2 Visual Merchandisers, local VM
- ✓ **Budget** monitoring

JEANNE LANVIN – VISUAL MERCHANDISER EUROPE
Report to // Visual Merchandising director

MARCH 2010 - AUGUST 2014

Fieldwork

- ✓ Supervising the store VM for 25 european point of sales, women & men , retail & wholesale : regular travels to do VM set up all over the area and monthly visit to Paris, London, Monaco,Milan...
- ✓ Windows set up : Paris & Europe
- ✓ Installation of showrooms in Paris & Milan : scenography & collection themes, press events scenography
- ✓ Involvement on the shootings for the seasonal VM guidelines and merchandising books

Store network follow up and maintenance

- ✓ Training and follow up of the Europe store network : monthly recommendations for flagship & corners
- ✓ Maintenance & POS audit > analysis of turnover vs buyings vs merchandising, looking
- ✓ into commercial space optimization through architectural improvements/ display tools
- ✓ Regular sales force and VM correspondents training

Europe store opening management

- ✓ Store layout study versus commercial orders (store capacity), recommendation with display tools. Store zoning review for the product set up, renderings

Management & training (3)

- ✓ General management plannings of the VM for the Europe area.
- ✓ Project delegations

YVES SAINT LAURENT –ASS.VISUAL MERCHANDISER

SEPT 2009 - MARS 2010

LA MODE EN IMAGES (TBWA) OLIVIER MASSART ASS.
COMMUNICATION & PRODUCTION

MARS 2008 - OCT 2008

EYESIGHT / THIERRY DREYFUS ASS.
PRODUCTION DIRECTOR

JUILLET 2007 - OCT 2007

EDUCATION & DEGREES

MBA LUXURY MANAGEMENT & MARKETING

2008-2009

École Supérieure de Gestion (Top 5 du classement SMBG 2008)

MASTER I GLOBAL COMMUNICATION

2006 -2008

Institut Supérieur de Communication (ISCOM) –Major de promotion

LICENCE INFORMATION & COMMUNICATION

2003 -2006

La Sorbonne University (Paris III)