

MARION AGOURIDAS

Visual Merchandising Manager



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
Reporting to // Image director & Commercial WWW director

SINCE OCTOBER 2015

DETAILS

Website version



Upon request

LANGUAGES

English



Spanish



Greek



Italian



IT SKILLS

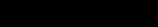
Pack office

Word, Excel,Powerpoint



Adobe creative suite

Photoshop,Indesign,Illustrator



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 (RDAL), 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 & and 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

Reporting to // Visual identity director & CEO

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

SEP 2014 - MAY 2015



- ✓ **Monitoring of the WW 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 (SellThru) & 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)