



Clémence de CASTELBAJAC - TARDY

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French

Date of birth: 15/01/1983

VISUAL MERCHANDISING – PROJECT MANAGEMENT

Professional senior visual merchandiser with 16 years experience in the luxury industry.

My expertise area encompasses luxury fashion, accessories, jewelry, watches, Perfumes and cosmetics industry, conceptualization and presentation of the VM project in accordance with the brand image strategy and the retail objectives, adaptation and application of global guidelines on the middle-east and european markets, project management, management of local VM and agents on the Brand image standards, training of the sales teams on the VM guidelines.

WORK EXPERIENCES

Oct 2021- today

FREELANCE – Brussels

Visual merchandising consultant

- **BELMOND Hotels (LVMH)**
 - Visual merchandising consultant for multi-brands boutiques inside Properties RTW, shoes, Accessories , jewelry, Lifestyle
 - In charge of suppliers, props, mannequins sourcing
 - Creation of generic VM guidelines
- **STATEMENT Paris**
 - Creation of new props kits for wholesale POS
- **PROSPER Brussels**
 - Creation of the concept for a new Watches and Jewelry distribution company .
 - 3 multi-brand boutiques (2 watches, 1 jewelry) opening in 2022 in Brussels
 - Selection of brands, products merchandising
 - VM Guidelines and props orders.

Oct 2017 – July 2020

PARFUMS CHRISTIAN DIOR ORIENT – Dubai

Senior Regional Visual Merchandiser Middle East /Africa/ India

- 866 POS including 24 boutiques.
- Managing 13 local VM and agents on the VM guidelines and the Dior standards
- Adaptation and application of Central guidelines according to the Region constraints and needs.
- VM strategy on counters and Boutiques openings (plans validations, VM recommendations, POSM production, follow up on all process until opening of the POS)
- Development of a training module for the local VM, area managers and agents
- Developing new VM concepts to highlight the Brand in retailers
- Managing creative agencies on specific regional projects
- VM budget management for Capex and local projects

June 2010 – Feb 2015

CHRISTIAN DIOR COUTURE – Paris

Senior Visual Merchandiser Fine Jewelry & Watches for Paris, Europe and Middle East

- Develop VM strategies and solutions according to each boutique's and market's problematic in Paris, Europe and Middle East.
- Visual Merchandiser for Parisian boutiques. In charge of 8 boutiques: Av. Montaigne, Rue Royale, 3 department stores, 3 boutiques in Roissy Airport)
- Follow up of the VM guidelines in all boutiques in Europe and Middle East (photo-reports from the 10 VM managers, feedback, recommendations)
- Brainstorming for windows concept with the designers, follow up of décor production, set up of windows and selection of products for Paris' boutiques
- Coordinate windows decors for Europe and Middle East (from creation to lay-out, production, ordering of decor elements and the set up)

- Project manager for new boutiques' opening (follow up of the plans with the architecture service, props orders, set up of the display, VM training of sales team)
- Event Project manager for Europe and Middle East : concept development according to each boutique, creation of VM guidelines for the event. Coordination with the product managers, buyers, retail division and Visual manager of each market)
- Retail and Image Event Project coordinator in Paris: Biennale des Antiquaires, Press presentation, In-store events (from concept to set-up)
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Sept 2009 – June 2010

GALERIES LAFAYETTE – Paris

Menswear Up-front Merchandiser

- Creation of VM guidelines for in-store Visual merchandisers: implantation, zoning, colors
- Development of merchandising concepts (cashmere boutique, white shirts boutique)
- Meeting for the collection validations, followed by the collection implantation in-store (choosing color- assortments, products range)
- Event coordinator for the presentation of the collections (scenography concept, set up)

Jan 2008 – Dec 2008:

CHANEL - Paris

Junior Visual Merchandiser

- Windows set up in partnership with the VM manager
- Products weekly rotations in 4 boutiques (Galeries Lafayette, Bon Marché, Printemps, Franck&Fils)
- Selection of the concepts and styles for exterior windows and inside boutiques mannequins.
- Set -up of special events (sales show room, Press Presentation)

Sep 2006 – Dec 2007:

CHRISTIAN DIOR UK - London

Assistant Visual Merchandiser

- Visual merchandiser for London POS and UK market
- Application of the Head office VM guidelines and adaptation to UK market
- Follow up of windows decor production (selection of materials, lay out)
- Look selection for windows mannequins
- Windows set up
- Trunk-shows organization (scenography, decor production, budget management)

Jan – July 2006:

VOGUE MAGAZINE – CONDENAST PUBLICATIONS - Paris

Assistant Fashion editor

- Monthly briefing with the Editor in Chief to choose fashion subjects
- Looks selection and Press shoppings Management
- Day to day communication with the press officers for the looks selection
- Assistantship on the fashion shoots

Apr 2006 :

BURBERRY - Paris

Stylist Assistant (Free-lance)

EDUCATION

2001 / 2003:

BTS COMMUNICATION DES ENTREPRISES

(2 years post-graduate degree specializing in Communication)

2000 / 2001:

DEUG Post graduate Law university degree – 1 year

LANGUAGES & IT

Languages:

French,
English: fluent

IT:

MS Office (word, PowerPoint, notion of Excel, notion of Photoshop)

INTERESTS

Fashion, stylism, Jewelry, Gemology, Contemporary art, Photography