MIRELLA PARADISO

Senior Merchandising Director with consolidated experience with luxury brands
in beauty and fashion industry
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PROFESSIONAL EXPERIENCE

Orveon

HEAD OF MERCHANDISING EMEA AND TR - LAURA MERCIER, BAREMINERALS, BUXOM
Paris, France (November 2022 - present)
Responsibility of the development of in store design and visual merchandising tools for the three brands accross full EMEA region (Europe, Middle East, Travel Retail), supervising the activity of all local teams, in close contact with Global teams.
Leader and coordinator of a team (4 people), reporting to Marketing SVP.
In charge of full EMEA region CAPEX (8M/year).
Responsible for bareMinerals new concept development in both department stores and perfumery chains (as of Fall 2023, approx 100 doors in Travel Retail and domestic markets), Buxom new concept mainly in perfumery chains (as of Fall 2023, in 50 doors in Middle East and Europe), Laura Mercier new concept in both department stores and perfumery chains (as of Fall 2023).
Responsible of the correct declination of architectural guidelines shared by Global teams into EMEA configurations and VM correct updates through design creation, technical development, suppliers qualification, cost supervision, prototypes approval before installations, presence at set-up.
Make up and skincare launches (average 9 launches year/brand) forecast responsibility with guidelines release to all EMEA local teams.
Leader of a new modular open sell system suitable for the three brands, setting in place a Merchandising taskforce with Global Merchandising teams and global supplier allocated.
In a start-up environment, in charge of creating a new Merchandising Team, setting in place working process, merchandising onboarding, forecasting platforms.

COTY SINCE 1904

GLOBAL MERCHANDISING DIRECTOR - GUCCI BEAUTY Paris, France (September 2017 - October 2022)
Responsibility of the development of permanent, temporary merchandising, special projects/takeovers, TFWA TR Fairs WW for Gucci Beauty.
Leader and coordinator of a team (8 people), reporting to Retail Excellence SVP, in close contact with top management, Gucci Fashion House, all local teams and retailers, according to projects need.
In charge of a budget of 2M/year.
For both permanent and temporary merchandising, responsible for new concepts development and implementation WW, with Gucci fragrances (average 7 launches per year) The Alchemist's Garden (as of January 2019, average 4 launches per year) and Make up relaunch (as of May 2019, average 7 launches per year) with:
- guidelines creation and deployment to all markets WW
- prototypes creation, for validation through workshops
- suppliers qualification WW
- flagship or out of guidelines designs supervision for final approval of the Fashion House
- supervision on set up of main flagship stores and temporary executions/pop ups to guarantee best in class executions

Sustainability: ongoing research and analysis of PM and temporary concepts to find more eco-friendly solutions (materials, fixation systems, lightening consumptions, packaging, transportations)
Digital: ongoing research of new technologies to implement in store more interactive and contactless testing solutions (fragrance drop sampler, phygital windows, magic mirrors, AR and VR walls)

DOLCE & GABBANA

BEAUTY SENIOR MANAGER Milan, Italy (April 2008 - August 2017)
Full responsibility of Brand image coordinating the development of all communication tools for Dolce&Gabbana Beauty, with specific focus on VM/design updates, supervising central productions and in store guidelines for all new launches on all fragrance pillars, make up (as of 2009) and skincare (as of 2014).

GUCCI

VISUAL PRODUCTION JUNIOR PROJECT MANAGER Milan, Italy (November 2004 - March 2008)
Production quality supervision on all printed Advertising materials (Adv Campaign, catalogs, look books, look folders, invites, corporate image) for all brands of Gucci Group: Gucci, Gucci Jewels and Timepieces, Stella McCartney, Sergio Rossi, Bottega Veneta, Yves Saint Laurent, Boucheron from creative design reception, visuals retouch, materials and cost analysis to control during printing sessions.

EDUCATION

ESAM (École supérieure des Arts Modernes, Paris, France) – 2021 - 2023 Interior Architecture/Design diploma
IL SOLE 24 ORE BUSINESS SCHOOL (Milan, Italy) - 2008, Marketing and Communication Management
CA' FOSCARI UNIVERSITY (Venice, Italy) - 2003, Foreign languages and literatures (Chinese) university degree - arts specialty

ADDITIONAL INFORMATION

LANGUAGES:
Italian (mother tongue), English (proficient), French (proficient), Chinese (intermediate), Spanish (basic)

TECHNICAL SKILLS:
Both MAC and Windows proficient at Adobe Creative suite (Photoshop, Indesign, Illustrator), Sketch up, Autocad, ProCreate Interior Architecture Ipad APP
Microsoft Office (PowerPoint, Excel, Word)