



# FLORIAN VALLE

## Architecture & Design Department Manager



12 years international expertise in retail design, architecture and project management, with a strong aptitude in leading and developing creative teams. Integral part of the evolution of retail design trends, consumer experience, and generation needs evolution. With a passionate attitude, consumer centric mindset and strong sense of entrepreneurship. I always give the best of me and most importantly adapt to new norms and am open to change. Driven to innovate, I seek to be inspired and inspire those I work with.



### INFO

- Florian Valle
- French
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- Concorde Tower  
JLT, Dubai  
UAE

### EDUCATION

- **June 2008**  
Degree in Interior Design  
LISAA Paris, France
- **June 2004**  
French Bacalaureat  
English & Economics Speciality  
Racine High School, Paris

### SKILLS & EXPERTISE

- Retail Design
- Retail Architecture
- Project management
- Consumer experience
- Multi sensorial journey
- In store Digital experience
- Visual merchandising
- Graphic Design
- Out of the box creativity
- Flexible & Agile
- Forward thinking
- Entrepreneurial spirit
- Team collaboration
- Developing teams talents

### LANGUAGES

- **French** : Native
- **English**: Fluent
- **German**: Academic level

## PROFESSIONAL EXPERIENCE

### January 2019 - Present



#### CHALHOUB GROUP - Dubai, UAE

##### Architecture & Design Department Manager :

- Leading the creative studio team of the Chalhoub Group Beauty Own Concepts, composed of retail architects, interior designers, graphic designers, and visual merchandisers.
- Responsible for sourcing and briefing external retail architecture agency, developing the retail design strategy, consumer journey and experience, brand identity, In store digital experience and driving teams to create the store concept of the future.
- Developing in house schematic design, vendor hosting, tendering, budgets, material sourcing, creating the VM Design books & guidelines for brands and for multibrand areas.
- Managing internal & external technical teams, from MEP, lighting design, shop drawings review to furniture inspection & quality control until final retail delivery.

##### Key Projects:

- FACES - Beauty Store - MENA roll out ( 20+ stores)
- Ghawali - Oriental Fragrance Brand ( 6+ stores)
- Beauty Nation - Clean beauty Concept ( 30+ stores)
- WOW - Makeup Brand ( 21+ stores)

### July 2017 - December 2018



#### CHALHOUB GROUP - Dubai, UAE

##### Retail Architecture Manager :

- Leading the Chalhoub Group Own Concept architecture & design development.
- Driving a team of designers, draftsmen, and retail architects within the Chalhoub group creative team.
- Creating unique in-store multi-sensorial shopping experience in the GCC region and internationally.
- Collaborating closely with a team of visual merchandisers to bring the project alive and impact productivity.
- Strategic brandstorming, brand identity, values creation, architectural brief, collaborating and managing external architects agencies for large scale projects, store planning, consumer experience & services, concept design, schematic design, detail design, Visual merchandising and display design and testing, budget and ROI management, master planning, follow up and supporting retail delivery teams until completion.

##### Key Projects:

- TRYANO Women's ready to wear dept. in Yas mall.
- TRYANO Women's shoes dept. in Yas mall.
- CHRISTOFLE new flagship store concept in Paris , rue St Honoré.
- GHAWALI store concept roll out in UAE, KSA, Bahrain & Qatar. ( 15 + stores).
- SAKS 5th Avenue beauty dept. renovation in Bahrain.

### August 2014 - July 2017



#### CHALHOUB GROUP - Dubai, UAE

##### Senior Retail Architect :

- Managing the Chalhoub Group Own Concept architecture & design development.
- Creating unique in store multi sensorial shopping experience in the GCC region.
- collaborating and managing external Architects agencies for large scale projects, store planning, consumer experience & services, concept design, schematic design, detail design, review and quality control of shop drawings and supporting retail delivery teams until completion.

##### Key Projects:

- LEVEL KIDS - Children's Department Store in City Walk, Dubai.  
*8 times regional and international award winning concept.*
- TANAGRA store concept roll out and enhancement in UAE & Qatar. ( 7+ Stores)
- GHAWALI store concept creation and roll out in UAE & KSA. ( 15+ Stores)
- THE DEAL store concept roll out and enhancement in UAE & Qatar. ( 3+ Stores)

### April 2011 - July 2014



#### LE BON MARCHÉ Department Store- LVMH - Paris, France

##### Project Architect:

- Creating unique retail concepts for the department store, within the in-house architecture studio.
- Latest trend reports, benchmark of the competition, master planning, mood and materials boards, strategic store planning according to commercial and merchandising briefs, concept design, schematic design, detail design, tender documentation, Public Authorities documents, 3D renderings, mockup development, review and quality control of shop drawings and contractor's work, construction follow up with millwork and contractors, budget and planning follow-up.

##### Key Projects:

- Women's accessories dept. 1,200 Sqm
- Jewellery dept. 500 Sqm
- Watches dept. 650 Sqm
- Men's dept. 4,500 Sqm
- Luxury brand setting up on GF perimeter.

## PROFESSIONAL EXPERIENCE

April 2009 - March 2011



**LE BON MARCHÉ Department Store-** LVMH - Paris, France

### Interior Designer:

Store Design (100 - 300 Sqm concepts)

Women's dept.: mood and materials boards, sketches and drawings, strategic plans according to commercial briefs, Design development, review and quality control of shop drawings, construction follow up with millworker, budget and planning follow-up.

Managing Perfume and cosmetics brands setting up in Le Bon Marché. (Dior, Chanel, Kiehl's, Guerlain, Shiseido, Sisley, YSL, Nars )

Managing Women's wear brands setting up in Le Bon Marché. (RL, Givenchy, Lanvin, Kenzo, DVF, Tara Jarmon)

Managing cultural and commercial exhibitions design and follow up, as well as fashion shows and events. Leading the 2010 Christmas decorations in the entire store + facade lighting design.

Juy 2008 - January 2009



**LOUIS VUITTON-** LVMH - Paris, France

After Graduation Internship

### Project Architect:

Architecture Department – North America & Hawaii Zone

4+ new store designs ranging from 82-1'300m<sup>2</sup>/ 880-14'000sf retail area, including City Centre, Las Vegas.

Architectural design per brand standards and specific zone requirements.

Construction follow-up with local architects, consultants and contractors.

Quality control of shop drawings and fabrication.

Managing weekly Store committee presentation.

## MISCELLANEOUS

### Computer Skills:

- Autocad
- Adobe creative suite ( Photoshop, Illustrator, InDesign)
- Microsoft office ( Outlook, Excel, Word, PowerPoint)
- Sketchup Pro + SU Podium
- iMovie
- Pages

### Trainings/Learnings:

- AMP: Advanced managerial program ( 6 months) 2019
- Leading teams through change: 2018
- Generation Z customer: 2017
- Yearly retail fairs : ( Maison & objet - Paris , EuroShop - Dusseldorf , Index-Dubai )
- Customer experience : 2014

### Sustainability:

- Beach cleaning in Jebel Ali - Chalhoub group Impact
- Frequent guest speaker on store design and merchandising : American University of Sharjah, UAE
- Member of the Chalhoub Group team collaboration initiative.

### What else I like:

- Gastronomy , F&B concepts
- Cultural travels
- Fashion industry