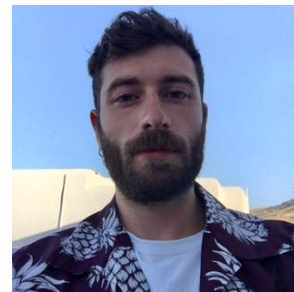


Guido De Stefano

Date/place of birth: June 20th, 1991, Naples, Italy
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Work Experience

01/2019 - Present
Hermès

Visual Merchandising Manager
Italy, Greece and Turkey
Milan, Via Pisoni 2

- In charge of a team of 4 visual merchandisers across the region - 15 DOS stores: objectives and goal sets, activities and window calendars;
- In charge of windows product mix and presentation across all the region;
- Responsible for the VM "mindset": store visits and visual set-ups, identifying potential improvement for zoning, stores layout and product highlights;
- Artistic direction for regional special events, opening, special projects, pop-up stores, visual tools research and development;
- Responsible for the regional Visual annual budget;
- Training, coaching and spreading the Visual culture within 10 visual ambassadors by periodical Visual seminar;
- Participating and influencing to the seasonal buying sessions to convey a proper assortment of product mix in the stores network.

04/2014 - 12/2018
Gucci

Visual Merchandising Coordinator
Switzerland, Spain, Greece, Czech Republic, Hungary, Sweden
Milan, Via Mecenate 79

- Handling all categories: leather goods and accessories; shoes; luggage; womenswear, menswear, kidswear;
- Managing a team of 4 area visual merchandisers and responsible for their objectives and bonus;
- Leading activities in 20 DOS stores: monthly set-up, weekly rotations, guidelines, windows installations, new openings refurbishments layout, pop-up stores, window and special project;
- Training ambassador;
- Liaising on a daily basis with store planning, merchandising, pr and buyers for all activities concerning: new openings, refurbishment, relocation layout proposal, special events set-up, product strategy, seasonal product allocation and buying;

01/2014 - 03/2014
Rick Owens

Showroom Coordinator
Paris,
7 bis place du Palais Bourbon/
12 Rue Charlot

- Supporting creative team for the fashion show and commercial department for sales campaigns.

11/2011 - 01/2013
Alexander
McQueen

Visual and backstage
Wholesale
Milan - Paris

- Working with the visual merchandising teams and the stylist during the running of the shows and sales campaign.

05/2012 - 09/2012
L'Officiel Hommes
Italia

Fashion Assistant - Intern
Milan

- Researching news and coordinating external contributors works; Fashion editorials productions and styling; Dealing with press offices and showrooms requests in the daily running of the fashion closet.

Publications on the fall 2012 Issue:

"Barber Shop" (grooming section); "On Our Desks" (news section)

06/2011 - 09/2011
Burberry Prorsum

Sales Associate
Milan

- Sales: providing clients with an excellent experience according to the corporate guidelines;
- Visual Merchandising: window and in-store visual displays for the runway collection "Prorsum";
- Stockroom duties.

12/2010 - 05/2011
Raf Simons c/o
Tomorrow Ltd

PR & Showroom Intern
Milan

- Press Area: national and international media relationship; press days; editorial reports; events and fashion shows
- Visual merchandising area: coordinating collections displays during press days and events
- Marketing Area: helping in searching for potential clients and sale campaigns

Education and Skills

2010 - 2013

BA degree in Public Relations and Corporate Communication
Iulm, Università di Lingue e Comunicazione
Milan, Via Carlo Bò

The aim of this course is to acquire communication skills such as marketing, pr, brand and corporate communication, economical and branding strategies.

Final Project: *Raw Aesthetics. Beyond Post-avant-garde fashion*

2012

Fashion Styling and Communication
Central Saint Martin's, University of the Arts London
London

Journalists, stylists and photographer working in the fashion industry taught us to gain specific knowledge of Fashion journalism, advertising, PR, visual merchandising, styling, fashion book production and art direction,

2005 - 2010

European/Classical High School
Subjects: Languages, international culture and literature, history, geography, art and design, mathematics, science, law and economics.

Languages Skills:

Dual citizenship: Italian/English - both mother tongue level.

French: fluent in writing and speaking

Computer Skills:

Excellent mastery in Office (Excel, Power Point, Word, Access)
for both Windows and IOS