



Florence Hugony

DIRECTOR OF CREATIVE PRO-
JECTS AND RETAIL VISUAL
STRATEGY
360° SPECIALIST

Paris, France

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Links

[Website](#) [LinkedIn](#)

Languages

English (Work Proficiency)

Portuguese (Work Proficiency)

German (Basic)

About

In a world that is constantly evolving, I know the importance of an omnichannel retail strategy while respecting your customers motivations and the brand's DNA. My sharp and expert eye, gained through years of experience in the world of retail design, allows me to imagine tomorrow without forgetting the roots of the brand. Do you find, like me, that you are not always thrilled when you walk through the door of a shop, hotel, restaurant or pop-up shop? And to think that the e-shop doesn't look enough like the shop and vice versa.

If we meet, I will prove to you that it is possible to be ¼ of an hour ahead without upsetting the fundamentals.

Entrust me with your projects and your teams and together we will make your brand a success story!

And to tell the truth , I love Fashion, accessories and cosmetics .

BRANDS WORKED WITH

Galleries Lafayette

Inditex Full-Time

Experience

● VISUAL STRATEGY RETAIL SPEAKER

| Jan 2011 - Now

How to build an multichannel merchandising strategy while respecting the codes and fundamentals of a brand

Linking the promise to the operational reality

Create an efficient and profitable concept that turns customers into absolute fans

Creation of intra and inter seminars: brands and 360°.

Teaching retail telling

Professional education in strategic merchandising

● SENIOR CONSULTANT CREATIVE MERCHANDISING

| Jan 2007 - Now

Implementation of the merchandising strategy (omnichannel/digital/retail)

Creation of the brands' merchandising signature

Window design and creative pop up stores

Writing of the merchandising path/clusters

Animation and training of expert teams/Team building

Acculturation and training of retail/merch/fashion

Creation and follow-up of the commercial policy

Principal customers : Groupe Beaumanoir, Clarins, Carrefour, Esmod,

Estée Lauder, Disney, IFM, Lancôme, Les petits hauts, Christian

Louboutin, Groupe Rocher, Rochas, Rossignol ...

● MAJOR PROJECTS MANAGER

Galleries Lafayette | Jan 1998 - Jan 2007

Installation of the merchandising strategy & global design

Acculturation to collective intelligence

Coordination of agency and designer collaborations

Creation and management of project teams

Creation of the group's upstream merchandising unit

Setting up the centralisation of purchasing and steering

● MAJOR PROJECT MANAGER

Inditex Full-Time | Jul 1991 - Aug 1997

Development and adaptation of collections to the French market

Adaptation of new concepts

Opening of first 36 new shops

Education & Training

1989 - 1991 ● Chapman University

Master of Business Administration - MBA, Marketing