

Paola de Bortoli

Visual Merchandising

📍 32100 Belluno, Province of Belluno, Italy

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Languages

French

German

Italian

English

About

A dedicated and results-driven senior manager with a proven track record background in the retail growth through the creation and execution of successful sales and marketing strategies. Experienced in working with leading brands in retail and luxury goods market. Possesse excellent interpersonal, communication and strong communication skills and have a genuine passion and understanding of luxury designer fashion and the ability to develop and maintain mutually beneficial internal and external relationships. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurised and challenging working environments.

BRANDS WORKED WITH

GASJEANS Chiuppano -VI

MARNI INTERNATIONAL

MOMONì NYKY srl _Silea -(Trevise)

REPLAY Asolo (TV)

STEFANEL SPA

Ufficio Bortoletti - MAX&CO Padova

Xetra

Experience

● Consultant

| Nov 2018 - Now

Freelance Consultant for Fashion and Luxury Brands improving Brand Identity, Visual Merchandising and Styling

● MVC GROUP spa

| Jan 2021 - Jan 2022

MVC Flagship Store for Sportful, Castelli and Karpos

• 2021 Brand Identity expert for Atelier Fait Maison, Italian brand based in Cividale specialized in handcraft home interior products



● BRAND MANAGER

Xetra | Jan 2013 - Jan 2018

PRODUCT DEVELOPMENT XETRA – in Mirano (Venice) – Italy

BRAND MANAGER

- Reporting directly to the General Manager
- Working closely with the Art Director and Designer, collaborating on the creation of new collections achieved through mood board creation, fabric research, colour palette, defect control, research in the main European fashion capitals, fashion trade shows, vintage markets and fabric research etc

- Playing a pivotal role in the design and development of products and company image increasing sales by 20%

- Buying third-party suppliers

VISUAL MERCHANDISING

- Definition of corporate visual merchandising guidelines and creative inputs for the 28 stores throughout Italy, as defined by the Headquarters

- Windows stylist

- Monitoring and analysing of KPI'S and sell-in and sell-out of sales

- Actively involved in developing a new retail store concept and supervision new openings projects

- Training store team in brand vision, floor layout and visual standards.

MARKETING

- Market Analysis and analysis of products placement and competing companies: survey potential costumers needs regarding design and style

- Brand Events Creation and Organization to give visibility for the company social media campaign

- Stylist for the creation of collection catalogues

- Coordinating the recruitment, selection and training retail staff's members

● **HQ Visual Merchandiser Manager and Worldwide Coordinator**

MARNI INTERNATIONAL | Jan 2011 - Jan 2012

- Reporting directly to worldwide Wholesale & Retail Director, Art Director and the Designer
- Definition of corporate visual merchandising guidelines and creative inputs, as defined by the Headquarters
- Development and updating of visual merchandising book for worldwide distribution
- Showroom image development during sales campaigns, press day and special projects
- Coordination of the activities of all visual skills of local markets
- Worldwide store supervision, both retail and wholesale to ensure collection presentation is executed according to the company's guidelines
- Organisation of Visual Workshops and Trainings to improve and maximize sales, training store team in brand vision, floor layouts and visual standards
- New openings supervision (Emirates, Lebanon, Korea, Japan, USA, Europe)
- Special project installations for Edition Collection
- Responsible for virtual store image

● **HQ Area Visual Merchandiser**

STEFANEL SPA | Jan 2007 - Jan 2011

- Definition and creation of the company's VM book guidelines
- Monitoring and analysing of sell-in and sell-out of sales
- Communicate, create, adapt and verify the appliance of the company's guidelines by the retail stores in Italy and by the European market
- New openings supervision, assistance and training of staff

● **HQ Visual Merchandiser Senior**

REPLAY Asolo (TV) | Jan 2005 - Jan 2007

- Definition of visual merchandising guidelines and implementation of Visual merchandising book defined by the headquarters
- Managing budgets costs and timeline for the research, creation, development of windows materials installation for the company's brands: WEARE REPLAY, REPLAY AND REPLAY&SONS
- Managing a team, planning rotas for the regional VM
- Sourcing for new trends ideas, attending trade fashion shows and assisting with product selection
- Collaboration with the Advertising Dep. with regard to the image amongst the media by checking the market returns on the collections.
- Organisation of Visual Workshops to improve and increase sales, training store team in brand vision, floor layout and visual standards at the headquarters in Italy and workshops at the flagship store in Paris, both for retail and wholesale area VM
- New openings supervision worldwide (EMEAIR)
- Setting up display at international fashion trade fairs (Bread&Butter in Barcelona and Berlin – Pitti in Firenze)

● **Visual Merchandiser**

GASJEANS Chiuppano -VI | Jan 2004 - Jan 2005

- Responsible for the corporate image of the showroom both for man and woman collections
- Managing budgets costs and timeline for research, creation, development of windows materials installation for the company's brands
- Sourcing for new trends ideas, attending trade fashion shows, setting up display at international fashion trade fairs (Bread&Butter IN Barcelona and Berlin – Pitti in Firenze)
- Training store team in brand vision, floor layout and visual standards
- New openings supervision for retail and wholesale market Europe

● **Visual Merchandiser/ Buyer**

Ufficio Bortoletti - MAX&CO Padova | Jan 2003 - Jan 2004

- Application of the corporate guidelines through the windows and interior displays
- Coordination of the store team to apply and guarantee the guidelines in store
- Training store team in brand vision, floor layout and visual standards

- Buyer during Sales campaign collections Max&CO in the company's showroom
- Monitoring and analysis of sell-in and sell-out of sales
- Attending to Visual and retail trainings and workshops at the Headquarters in Reggio Emilia

- **Founder and Brand Identity Consultant**

| Dec 2019

Veneto -Italy-Temporary Store. Founded to give visibility to atelier and small Brands managed by women collaborating with excellence and Made in Italy manufacturer.

- **HEAD of VISUAL MERCHANDISING**

MOMONi NYKY srl _Silea -(Treviso) | Jan 2019

- Reporting directly to the General Manager
- Selection and Buying for direct boutiques
- Buying third-party suppliers
- Definition of corporate Visual Merchandising guidelines and creative inputs for the 15 stores throughout Italy, and France defined by the Headquarters
- Monitoring and analysing of KPI'S and sell-in and sell-out of sales
- Supervisor new openings projects
- Training store team in brand vision, floor layout and visual standards.
- Coordinating the recruitment, selection and training of retail staff's member

Education & Training

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| 1997 | ● Liceo Linguistico "New Cambridge Institute"
A level, |
| 1999 | ● the Accademia di Commercio e Turismo
MARKETING MANAGER", |
| 1999 - 2000 | ● Artigiana
"COMMUNICATION, |
| 2002 | ● London College of Fashion
"Introduction, |
| 2002 | ● London College of Fashion
"Introduction, |