



# Paul Price

Visual Merchandising Manager

London, UK

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## Languages

English (Fluent)

## About

BRANDS WORKED WITH

- Gap
- Murdock
- Selfridges & Co

## Experience



### ● Visual Concept Manager

Murdock | Jan 2014 - Now

Having experience in various areas of retail has taught me the important principles of branding After working with numerous high streets stores the idea of working for an independent brand such as Murdock, that only specialise in one area of retail was something felt that could challenge me. Whilst working with Murdock have used my skills from university to show my talents whilst building a concept from new. Supported and help set up for a pop up store. Knowledge of store layouts and visual tools helped the set up. Gaining knowledge of a lifestyle brands and product knowledge. Visual merchandising and all new campaigns Commercial knowledge on figures and trade reports. Organized and detailed floor designs (pop up store) Competitor Knowledge and focus reports.

● |



### ● Visual Merchandising/ Visual Stylist

Gap | Jan 2013 - Jan 2014

Having a great knowledge of retail and branding has taught me a lot about the fashion industry, whilst working at Gap the level of professional experience has been something that have gained from this company. Being a Visual stylist for the flagship store has not only achieved me recognition from the European stores, but also recognition from the American team JStylist to the Champ Elysees store in Paris, supporting the visual team On all departments «Working to a high level of styling, time keeping and professional within

### ● Visual Merchandising

Selfridges & Co | Jan 2012 - Jan 2013

## Education & Training

2011 - 2015

### ● London College of Fashion

BA HONOURS, Retail branding & visual merchandising