



# Christophe Assahore

Global VM Manager and retail marketing

Milan, Metropolitan City of Milan, Italy

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## Languages

Italian (Work Proficiency)

English (Fluent)

French (Native)

Spanish (Basic)

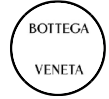
## About

With a background of 15 years of experience in the retail industry, I would be thrilled to offer the knowledge, expertise and technical skills I have gathered throughout my past experiences.

### BRANDS WORKED WITH

- Bottega Veneta
- Burberry
- Louis Vuitton
- REPLAY
- ZARA

## Experience



### ● GLOBAL VISUAL MERCHANDISING MANAGER

Bottega Veneta | Dec 2021 - Now

Responsible for the execution of the Creative Director's vision into a VM strategic approach for all product displays in retail, wholesale, franchisee, showrooms, special installations and events.

Create VM guidelines to meet the business and image objectives.

Strong partnership with Collection, Retail and WHS Merchandisers on buying and product adjustments.

Develop and implement marketing activities: ad campaigns, trunk shows, events, promotions.

Close collaboration with the architecture department and external agencies to ensure creative and business needs are in alignment.

Team-up with business partners on key global project: Global E-commerce shooting, Global seasonal training tool, new retail concept, press event, show.

Assist in creating the seasonal retail marketing and promotional calendar.



### ● - VM MANAGER CENTRAL EUROPE

Louis Vuitton | Sep 2015 - Sep 2021

Responsible for the windows, lightboxes and props: concept, purchase, adaptations and installation.

Oversaw the product assortment of the region in partnership with the merchandising team.

Managed a team of 8 VM and restructured the department introducing new job titles

Responsible for development of retail marketing activities including event concepts (from design, animations, setup, to contactors management) to retain and recruit clients.

Management of the supplier (contracts negotiation) and VM budget.



### ● SENIOR VISUAL MERCHANDISER

Burberry | Apr 2011 - Aug 2015

Responsible for overseeing the product launches for 8 doors (inc. Harrods, Selfridges, Harvey Nichols)

Organized monthly window and floor set launches; working closely with allocators, buyers, and contractors to coordinate nationwide implementation.

Supervised the training and development of new in-store visual merchandisers.

Oversaw product assortment in partnership with the merchandising team & allocators to increase T.O. in key locations.



- **HEAD OF VISUAL MERCHANDISING**

ZARA | Jun 2009 - Apr 2011

Responsible for a team of 2 VMs

Organized floor rotation and product launches.

Managed shoes category



- **REGIONAL VISUAL MERCHANDISING**

REPLAY | Sep 2008 - Jun 2009

Coordinated store animation, windows and props concept.

Responsible for the training of store collaborators

## Education & Training

- **Charlie Chaplin**

Bachalorat, ES

- **Pijier**

BTS, MUC