



Paula Villamizar

Product development - Visual Merchandising - Creative

Paris, France

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Links

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

[Instagram](#)

Languages

French (Fluent)

Italian (Work Proficiency)

Spanish (Native)

English (Fluent)

About

I'm a Fashion designer who has been working for 9 years amidst Fashion industry. Specialized in Visual Merchandising & Product Development, I have strong analytical as well as visual, creative, commercial and leadership competencies overall.

Furthermore, I have a considerable experience concerning product and accessories development within different categories, with and strong focus on marketing skills for small and big brands.

Im strongly interested within the luxury industry, keeping myself constantly updated on the digital and technological advances this industry currently has.

BRANDS WORKED WITH

Galleries Lafayette Group

Inditex

Jessica Bellomo Haute couture & lingerie

Viviana Medina

Rimowa

Louis Pion

Stradivarius

West - Kat Rose

RIMOWA

Experience



● DEVELOPPEMENT DE PRODUIT, ACHATS, SOURCING / SUPPLY CHAIN

Urban Circus | Oct 2022 - Apr 2023

- Compréhension du besoin du client suite au brief commercial
- Développement de produit avec les fournisseurs Turc et Chinois (validation de prix, suivi du prototype, choix des matières...)
- Construire et développer des relations à long terme avec les fournisseurs actuels et sourcer de nouveaux fournisseurs de produits finis et de personnalisation de produits (impression, broderie...)
- Sourcing et achat de produits finis : vestes techniques, PAP, accessoires vélos et mobilité.
- Négocier les meilleures conditions d'achat avec des fournisseurs partenaires en termes de qualité, quantité, prix et délais.
- Suivi de production : élaboration du dossier technique produit, suivi de commande, gestion des inspections produits avec nos partenaires qualité, respect des délais, transport et imports des produits.
- Administratif et gestion : création de références, suivi des produits et des livraisons, résolution de litiges fournisseurs

● PRODUCT MANAGER / PRODUCT & COLLECTION DEVELOPMENT FASHION DESIGNER: CASUAL WEAR AND PAP

West - Kat Rose | Jul 2019 - Jun 2023

Collection merchandising, Supply Chain & Logistics leader, Senior pattern making by using the CAD digital pattern making program: Audaces Patterns Ateliers and suppliers supervision and control, Technical Data Sheets Collection Development from scratch, sketches creation and fabric selection until its allocation in the market - Fashion productin and styling

● JUNIOR PRODUCT MANAGER , FASHION DESIGNER & CREATIVE DIRECTOR PAP AND URBAN COLLECTIONS (CDI)

Velvet CO | Feb 2016 - Nov 2017

Product development, Technical Data Sheets elaboration, quality control, Sewing Ateliers Manager Visual merchandising, seasonal and capsule collections fashion designer and pattern maker by using the CAD program (Audaces Patrones, Audaces Tizada Especialista)



- **Marketing analyst (project)**

Pazarium | Jan 2021 - Apr 2021

E-marketing, google analytics - Nisantasi University (Modest fashion) Istanbul turkey

- **DESIGN AND PRODUCTION ASSISTANT - MARKETING ASSISTANT HIGH JEWELRY BRAND (CDD)**

Viviana Medina | Jan 2019 - Dec 2021

Collection and Product Development Assistant
Digital marketing and benchmarking



- **VISUAL MERCHANDISER - MARKETING PLAN DEVELOPER (CDI)**

Stradivarius | Feb 2018 - Aug 2018

Money map development
Trend wall reports: Colombia - Spain
Visual merchandising development:
- Window display creations
- Commercial actions execution in store

- **VISUAL MERCHANDISER - COLLECTION DEVELOPER (CDI)**

Jessica Bellomo | Feb 2016 - Jan 2018

Fashion designer & Senior Pattern maker-PAP & haute couture, lingerie visual merchandising



- **PROJECT MANAGER ASSISTANT- VISUAL MERCHANDISING & VISUAL IDENTITY**

Galleries Lafayette Group | Jul 2023 - Dec 2023

1. Development of the following merchandising books:
Louis Pion (Main brand) Collection Or - Galleries Lafayette
2. Accompanied by the Purchase direction team: Showroom collection installation (Jewelry & watches)
in order to recreate as well as transfer the book to the main teams.
3. Conversational media and brochures production, with the aim of the product promotion overall.
4. Responsible for boutiques visits and communication (with the marketing team)



- **GLOBAL VISUAL MERCHANDISING COORDINATION ASSISTANT HARD SIDED & LIFESTYLE CATEGORIES**

RIMOWA | Jan 2024 - Jun 2024

Global VM Coordination Assistant: Hard sided and lifestyle categories
- Soutenir l'ensemble de l'équipe dans la réalisation de leurs projets variés
- Participation au développement créatif des projets props et vitrine (recherches pistes créatives, briefs fournisseurs, moodboards, suivi de projet etc...)
- Aider à la préparation et participation aux shootings VM
- Aider à la réalisation et à la mise en page des guidelines et autres outils VM
- Création VM Guidelines, Creative moodboards, conception et participation dans le design des mannequins et props en vitrine et boutique.
- Analyse et mise en page des reportings VM (sur IWD)

Education & Training

2018 - 2018

- **EALFI - FINE AND HIGH JEWELRY COLOMBIAN SCHOOL**

High Jewelry course, Theoretical and practical course in jewelry - gemology

2016 - 2016 ● **UNIVERSIDAD ARGENTINA DE LA EMPRESA - UADE FAC-
ULTY OF ECONOMICS**

Diploma - Postgraduate , Business studies - Marketing

2011 - 2016 ● **UNIVERSIDAD DE PALERMO**

Bachelor , Fashion and Textile Designer - Bachelor