



# Dieter Gall

Head of Design and Image | Visual Merchandising | Retail Design | Multi-channel brand experience | Digital

Paris, France

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## Languages

English (Fluent)

German (Native)

French (Fluent)

## About

Strong professional experience in marketing, brand image valorization and international project management; trilingual: English, French, German

### BRANDS WORKED WITH

Estée Lauder

Euro Rscg, Havas Group

Glenmorangie

Hakuhodo

Hennessy

## Experience



### ● Visual Merchandising & Store Design Manager EMEA

Estée Lauder | May 2017 - Nov 2022

Estée Lauder Companies Europe - Aramis & Designer Fragrances (Tommy Hilfiger, Michael Kors, Ermenegildo Zegna, DKNY...), Labseries

- Definition and implementation of the Visual Merchandising and Store Design strategy across 20 countries and 10 000 point of sales, creation and respect of merchandising guidelines, launch books 360...
- Guardian of the brand identities and the omni-channel brand experiences; in-store & digital activations
- Development of locally relevant creative concepts and designs (visual merchandising, windows, podiums, scenography, on-shelf, digital...)
- Creation of point of sale material for each launch; improve sustainability credentials of regional productions by using recyclable materials, FSC certified cardboards, etc..., prototype and press proof validation

Results:

- In 2021, the 2 priority brands Michael Kors and Tommy Hilfiger grew stronger than the Prestige Fragrance Market despite several Covid lockdowns in most of the EMEA markets
- Thanks to choiceful investments, digital strategy and synchronization of the activations between retail and digital, a strong sales acceleration in retail was achieved for Michael Kors +12% and Tommy Hilfiger +15%



### ● Global Senior Merchandising Manager

Hennessy | Jan 2015 - Dec 2016

Manager of the Visual Identity of the Hennessy Masterbrand and Super Premium cognacs in retail and digital

- Define the Global Hennessy retail model: segmentation, recommendation and create guidelines for the international roll-out across all sales channels (Asia, US/Latamec, Europe)
- Create and develop design platforms and guidelines for the international launches of VSOP, Classivm, etc... in collaboration with retail and digital design agencies
- POSM and new product development, on and off-trade

Results:

- In 2015, implementation of more than 1500 displays (wallbays, gondolas), more than 50 pop-up stores and 50 showrooms
- In 2016, +10% business growth in one year worldwide: focus markets USA and China with strong momentum in the USA



### ● Global Creative Services Manager

Glenmorangie | Feb 2012 - Dec 2014

Manager of the Visual Identity of Glenmorangie and Ardbeg Single Malt Whiskies covering design, photography, film, visual merchandising, POSM... in retail and digital

- Refine Brand DNA and Brand codes, create global Brand guidelines and manage the renewal of the Brand Visual Identity worldwide
- Creative leadership and development of the visual identity of both brands; conception and production of visual merchandising prototypes and show pieces
- Create and deliver distinctive Visual Merchandising & Store designs:

drive design agencies and suppliers in a multicultural environment  
•New product development: concept, prototype, packaging design....

Results:

-Both brands continued to grow strongly worldwide: + 16% business growth in 2014 (vs 2013)  
-A greater creative cohesion and a more distinctive brand image were achieved globally through the renewal of their Brand Visual identities

### ● Art Director Freelance

| Dec 2009 - Jan 2012

Strategic brand development and creative transformation. Multi-cultural branding

•New Brand Development: creation and launch of a premium fashion accessory brand John Kay Biella. Selective distribution in Japan, USA and South Africa through the internet



### ● Creative strategist, Art Director

Hakuhodo | Jul 2000 - Nov 2009

Creation of brand strategies, identities and brand communications, on and off-line in luxury, beauty & fragrances, wines & spirits, cars... on and off-line

•In 2006 and 2007 I handled a production budget of approximatively 2 M€ (photos and film shootings) Clients: Honda, Samalens, Essilor, Sharp, Castel Wines, Serge Lutens, L'Oréal Luxe...

Distinctions: 3 selections of the "Club des Directeurs Artistique" in France

Results :

+25% de business growth for Hakuhodo France between 2005 and 2008,  
+30% of Honda Auto sales in 2007,  
+44% of business growth of the Castel brand in 1 year (4 500 000 bottles sold in 2008)

### ● Art Director

Euro Rscg, Havas Group | Jan 1994 - Jun 2000

Creation and realization of integrated advertising campaigns in luxury, beauty & fragrances, fashion, watches & jewelry, fashion, wines & spirits, cars... on and off-line

•Direction of the production and post-production (print, film, photo, web, 3D, catalogues) Clients: Citroën, Microsoft, Sauter, Dior, Céline, Audemars Piguet, Hennessy...

## Education & Training

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2012 - 2012

### ● LVMH House President's Forum

Successfully passed, The Art of Luxury Branding Plus

2008 - 2009

### ● ESSEC Business School

Executive MBA, Fundamentals of Management and Luxury Brand Management

1990 - 1995

### ● Fachhochschule Augsburg

Diplom-Designer, Visual Communication Design - 4 years study with specialization in Graphic Design, Typography, Calligraphy, Advertising, Photography, Video