



# Kristina Gisors

VM DIRECTOR

Amsterdam, Netherlands

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## Links

[Website](#)

## Languages

English (Fluent)

French (Native)

Spanish (Basic)

Arabic (Basic)

## About

I am an experienced Visual Merchandising Manager with a strong background in enhancing brand identity and driving sales through innovative visual strategies. Proficient in English, French, Spanish, and Arabic, I excel at creating compelling shopping experiences across diverse retail environments.

### BRANDS WORKED WITH

Kenzo

American Vintage

COS

Scotch and Soda

## Experience

### VM Director

SCOTCH AND SODA | Jan 2021 - Now

Enhanced brand image and customer experience across multiple markets by collaborating with architects to design and implement cohesive visual merchandising strategies.

Led teams in product presentation, ensuring consistency in Wholesale, Retail, and Franchise outlets, and coordinated with architects to align store designs with brand guidelines.

Managed strategic execution, including window displays and cost reductions through effective negotiations with suppliers and architects.

Fostered relationships with regional coordinators and architects to optimize processes and lifecycle of visual merchandising elements, ensuring timely and within-budget project completions.

Collaborated across departments, including close work with architects, for enduring brand freshness and relevance, driving innovative store design concepts and layouts.



### WW VM Manager

Kenzo | Jan 2015 - Jan 2019

During my six-year tenure at Kenzo, I held a dynamic and impactful role as a VMM.

My responsibilities included conducting training sessions and facilitating store openings in various markets.

I led diverse projects, developed efficient work processes, and adhered to strict schedules to ensure successful outcomes.

I took charge of overseeing communication between wholesale and retail teams. I built effective communication processes with cross-functional partners and ensured strategies were effectively conveyed.

To maintain a consistent and visually compelling brand identity, I defined rules and standards for visual merchandising strategies. I drove innovation in-store presentations and devised strategic product placement plans to enhance the overall shopping experience.

I supervised vendors to meet project timelines, ensuring a seamless execution of visual merchandising projects.

I led and participated in cross-functional team meetings, fostering effective communication and alignment across departments.

I effectively managed the department's T&E budget, provided procurement and VM budget support to the VM director, and defined, monitored, and delivered the annual budget, including capex.

Throughout my tenure at Kenzo, I leveraged my expertise and creativity to drive the brand's VM's strategy forward, contributing significantly to its success and global presence.



### Visual Manager

American Vintage | Jan 2012 - Jan 2013

During my time at American Vintage, I held a crucial role in the company's merchandising department.

My key contributions included developing merchandising themes, focus, and display tables for various channels such as retail, wholesale, and outlet. To ensure optimal inventory management, I conducted weekly analyses of best-selling products and addressed negative stock situations.

Maintaining consistent visual standards across all American Vintage stores was paramount. To achieve this, I regularly visited stores to ensure adherence to brand guidelines, and I played a central role in building the brand's merchandising standards, rules, and codes.

As the custodian of American Vintage's visual identity, I harmonized the brand's image across various points of sale, ensuring a cohesive and compelling representation in all locations.

Recognizing the importance of a well-trained sales team, I conducted training sessions on effective merchandising tools, empowering the team to deliver a consistent brand experience and drive sales.

Additionally, I took charge of implementing collections for showrooms and events, creating visually stunning displays that showcased American Vintage products to their best advantage. This included organizing fashion shows for retailers, press presentations, and other events to showcase the brand's latest offerings.

## ● In-Store Visual Manager

COS | Jan 2010 - Jan 2011

During my time at COS from 2010 to 2011, I held the position of In-Store Visual Merchandiser, where I played a pivotal role in enhancing the store's visual appeal and driving sales. I developed and staged collections following headquarters' guidelines and planned store activities according to delivery schedules. Ensuring the timely setup of merchandising tools, such as bag holders and shoe risers, was also part of my responsibilities.

I took charge of installing captivating window displays and flawlessly executing all sales campaigns and activities on time. Additionally, I actively rotated the collection to maintain a fresh and exciting ambiance in the store, creating a compelling shopping experience for customers.

Supporting the sales staff with various store operations and providing them with seasonal trend information was an essential aspect of my role. I conducted collection presentations, analyzed selling information, and identified opportunities to increase customer satisfaction and drive sales.

Proactively working to reach sales targets, I monitored store KPIs and budgets, ensuring alignment with store goals. My contributions as an In-Store Visual Merchandiser significantly contributed to COS's success during my tenure, creating an enticing shopping environment that resonated with customers and positively impacted sales performance.



## ● Senior Visual Merchandiser

Kenzo | Jan 2013 - Jan 2015

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