



Laurent Guiela

Flagship Store Director Giorgio Armani & Emporio Armani Dubai Mall

📍 Dubai - United Arab Emirates

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Languages

French (Native)

English (Fluent)

About

Creative and talented individual with a successful track record spanning 18 years within the international luxury retail sector. Highly innovative, intuitive, and proactive professional with extensive experience creating and implementing strategic development plans. Commercially tuned, and analytically skilled with a proven track record in delivering bottom-line profitability in highly competitive markets. Confident and effective communicator, influencer, and consensus builder. Role model who coaches, develops, and manages teams while fostering an environment that encourages individual success for the common goal. Leader with an outgoing personality, and an accessible and disarming style of management.

BRANDS WORKED WITH



Experience



● Flagship Store Director Giorgio Armani Dubai Mall

Armani | Jan 2021 - Now

Team Size: 38 team members which includes 3 managers.

- Anchoring the clientelling strategy for the Armani portfolio within UAE
- Leading Special Events for VIP in collaboration with the Armani hotel or in store.
- Strategically upskilling and developing sales & management team in all facets of the business
- Implementing operational structure and foundations
- Discuss, agree, and anchor projects across the business through Press, Marketing, IT, HR, Finance, Asset management, E-com.
- Develop and identify product opportunities and ensure the product demographic is tailored to the business.



● Retail Manager

Swatch Group | Jan 2014 - Jan 2020

Team Size: 4 Area Managers, Store managers, Retail Operations Manager, and a totality of 270 team members Business accountability: 66 Stores, 270 staff, half billion AED turnover. Brand Accountability: 20 brands including Omega, Breguet, Blancpain, Zenith, Rado, Tissot and Longines etc

- Overall P&L responsibility for 66 stores in the UAE & GCC; Agree the business strategic growth plans with the COO, and implement the plans effectively, to develop profitable revenues
- Overseeing all operational reports, KPI's, Strategic planning, and Monitor business performances.
- Implement strategy to improve footfall, grow client database, strengthen brand profile and ensuring margins are controlled.

Achievements

- RIVOLI: Double digits sales turnover growth year-on-year.
- RIVOLI: + 15% increase Mystery Shopper results from an average of 80% to 96%.
- RIVOLI: AED 3M Private Sales results generated for a single location.



● Regional Manager fine

Annoushka | Jan 2013 - Jan 2014

Team Size: 2 Flagship store managers & 5 Concessions managers Business accountability: 7 locations in London Area with 2 stores and 5 concessions

- Managed sales, P&L, budgets, operations, margins, inventory and visual within the stores.
- Created and implemented new policies & procedures to standardize commission, bonus scheme and KPIs.
- Client retention strategy implemented and rolled out

- Restructured 40% of the London team which improved sale & service. + 20% increase in sale for London business.

Achievements

- Annoushka London Flagship store: +75% for the best conversion rate in the UK.
- Harvey Nichols for Annoushka: +298% increase in sales for the best concession Season to date.
- Liberty for Annoushka: +45% Increase in sales for the best concession year to date.

- **Womenswear manager**

Liberty of London | Jan 2010 - Jan 2012

- Overseeing performances of 40 brands which include Valentino, Missoni, Isabel Marant and Stella McCartney.
 - Accountable for all brand partnerships and developing stakeholder relationships.
 - Re-allocated floor selling space which increased savings & revenue.
- Achievements
- Restructured 50% of the womenswear team which improved sale by + 27% on year 1 and + 35% on year 2.
 - Mystery shoppers results grew year on year from 75% to constantly above 90%

Additional professional summary



- **Personal shopping manager**

Harrods | Jan 2009 - Jan 2010



- **Concessions Sales Manager**

Harrods | Jan 2007 - Jan 2008



- **Sales Manager**

Harrods | Jan 2006 - Jan 2007



- **Supervisor**

Harrods | Jan 2005 - Jan 2006



- **Flagship Store Manager**

PradaGroup |

- Reviewing client demographics and proactively sourcing new revenue for the business.
 - Setting sales targets and ensuring maximum profitability
 - Directing all operational aspects of each store and driving sales whilst minimizing costs
- Achievements
- Increased sales on RTW by 18% by developing personalized shopping service.
 - Conducted in house training on new products, sales approach, and clientele management.
 - Building relationship with key clients and VIP's.

Education & Training

2007

- **Institute of Leadership and Management**

Diploma,

2006

- **Harrods Management Program**

Diploma,

1997

- **University of Nice**

Bachelor of Arts,

