



Sonia Giovannini

Seeking VM Freelance Job Opportunities

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Languages

- English (Native)
- Italian (Native)
- Portuguese (Basic)
- Spanish (Work Proficiency)

About

Hello! My name is Sonia

I am a Visual Merchandising specialist, having worked for over 8 years in the luxury fashion industry.

Throughout my career, I have had the great pleasure to have worked under the leadership of talented teams in Valentino, Stella McCartney, and most recently, Burberry.

My journey started working under regional teams and eventually expanded to global and head office work.

I have gained experience and knowledge on all aspects of VM; having led store changes from start to finish, created guidelines, and managed any installations of window set-ups, pop-ups and store openings.

I have had the great honour of working alongside talented directors and have been nurtured by even greater managers who have led me to my success in this industry.

BRANDS WORKED WITH

- Burberry
- Stella McCartney
- Valentino

Experience



● **Senior Visual Merchandiser - EMEA**
Stella McCartney | Mar 2021 - Apr 2022



● **Visual Merchandiser Europe**
Stella McCartney | Aug 2020 - Mar 2021



● **Visual Merchandiser - Italy, Spain, North Europe and Middle East at Stella McCartney**
Stella McCartney | Aug 2019 - Aug 2020



● **Visual Merchandiser - Italy, Spain and North Europe**
Stella McCartney | Feb 2019 - Aug 2019



● **UK Visual Merchandiser**
Valentino | Jul 2017 - Jan 2019
As regional visual merchandiser, I supervised all wholesale and retail points of sale in the UK, executing both long-term installations and pop-ups. Supporting the UK Visual Merchandising Manager, and collaborating with other departments, we worked upon implementing the strongest product displays to maximise sales. Product placement is considered through vital market research, analysing current market trends and customer feedback.



● **Junior City Visual Assistant**
Valentino | Feb 2016 - Jul 2017



● **Visual Merchandising Intern**
Valentino | Aug 2015 - Feb 2016
The 6-month long internship served as a training programme, which ultimately served to expose me to a number of different tasks and challenges to overcome:

- Finding a balance between creative and commercial understanding.
- Maintaining a flexible schedule, in accordance to working long hours and tight deadlines.
- Showing awareness of trends: fashion, consumer lifestyle, seasonal, economic, political and social.
- Liaising with the buying team, store managers and other visual merchandisers, setting the overall retail standards for all relevant stores.
- Overall ensure that all stores are replenished with the correct product and kept tidy and presentable, maintaining a consistent Valentino image across all sale points, respecting the company's visual standards and guidelines.



● **Central VM & Display Tools Coordinator**

Burberry | Feb 2022 -

Education & Training

● **London College of Fashion, University of the Arts London**

Online Short Course,

2011 - 2015

● **Regent's University London**

Bachelor of Arts (BA),

2007 - 2011

● **American School of the Hague**

International Baccalaureate,