



# William Liptrot

Visual Specialist

Royal Leamington Spa, UK

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## Languages

English (Fluent)

## About

Retail Leader & Visual Merchandising Specialist.

Highly energetic trailblazer, managing interplay between commerciality, creativity, and marketing.

### BRANDS WORKED WITH

Scotch & Soda

Stella McCartney

## Experience



### ● Visual Specialist

Scotch & Soda | Jun 2022 - Now

- Responsible for all elements of managing the UK business and store expansion.
- People Management of the Staff and UK based team in a dual role, accountable for staffing performance, hiring and recruitment.
- Engagement with multiple Brokers and design agencies.
- Weekly reporting to CEO.
- Liaison with lawyers for contract amendments, and HR staffing issues.
- Creating and ensuring adherence to Customer Centric Store Experience.
- Sole responsibility for creating and driving UK expansion plan.
- Leadership of 38 UK team with continued sustainable growth.
- Sourcing new store locations.
- Creating and delivering viable business plans.
- Budget management for UK.
- Wholesale Account Management for UK.



### ● Head of VM & In store

Stella McCartney | Jan 2014 - Aug 2021



### ● VM Manager

Stella McCartney | Jan 2012 - Jan 2014



### ● VM

Stella McCartney | Jan 2010 - Jan 2012

- Key achievements
- VM Mission and Vision- created to elevate the credibility of the function and promise to the business.
  - Growth Mindset- managing, growing, and developing a global team. Building a team from scratch, end to end, to 15 staff worldwide.
  - Budgeting- manage global VM budgets of 2million GBP.
  - Collections- presented 40 women's, 9 men's and 21 kids collections WW. From showroom design and set up, to product display roll out to retail, wholesale, and franchise.
  - Store Openings- over 9 years opened 55 retail stores, 65 wholesale SIS and 19 Franchise stores, worldwide.
  - Store Opening Process- streamlined workflow collaborating with SP director to launch the following process- project brief, to design/concept, development, tender, procurement, to launch.
  - Store Visit Process- globally refined to ensure all departments maximise from VM visits.
  - Seasonal VM Guideline's- implemented full retail buy review meetings to ensure collection story is told from runway to in store, keeping all door commercial needs in mind.
  - VM Directive Shoots- launched seasonally to efficiently manage season launch process in all categories.
  - New Product Launches/ Seasonal In-store Campaigns- project managed in conjunction with marketing teams.
  - Pop-up's- managed design, development, tender, procurement, and installation.
  - Events, Exhibitions and Collection Presentations- worked worldwide on

design, development and set up of various events- see portfolio.

- Contacts- created an impressive worldwide supplier/production contacts list to ensure smooth running of all global projects.
- Biweekly window mannequin change calendar- created regionally for all DOS, with strong attention to detail in styling, composition, lighting, and product relevance. Also launched Yoobic application this year to support team in maintaining this process.
- Window Design- designed, produced, and installed all windows worldwide for the first 2 years of my career at Stella McCartney. Also collaborated with the windows designer on design, function, and consistency of our windows worldwide.
- Look-books- working with the Artistic Director and CPO to produce props for shoots. Lead styling of all commercial looks used for selling in store.
- Sustainability- ensured all design and production for in store pop-ups/installations have the lowest impact possible to the environment. With the key brand value to operate a modern and responsible business
- Menswear- launched new category across all channels worldwide from 2017.
- Swimwear- launched new category across all channels worldwide from 2016.
- Global Events- led prop design, dressing and product styling worldwide.
- Olympics 2012/2016- collaborated with Adidas team to showcase collection to worldwide press.
- L.I.L.Y. Fragrance Launch- initially launched exclusively with Selfridges before global roll out in retail and wholesale.
- Mannequin Development- collaborated with Bonaveri to launch the luxury eco mannequin in the UK.
- VM tools- design and development to fit all new product launches and store concepts globally.

## Education & Training

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- 2004 - 2007 ● **Nottingham Trent University**  
Bachelor of Arts,
- 2003 - 2004 ● **Winstanley College**  
Art Foundation Course,
- 2001 - 2003 ● **Winstanley College**  
A Levels- Fine Art, 3D Design, English Language & Literature, Psychology.,
- 1996 - 2001 ● **Lowton High School**  
11 GCSE A -B,