



# Ren del Vasto

Entrepreneur, Creative director at rên-à-porter - notonly-fashion.

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## Links

[LinkedIn](#)

## Languages

English

Italian

Japanese

## About

Creativity is much more than just a skill you list on your CV: I believe it is a way of life. I have tried to bring my creative energy and talents to everything I have done, from my first school class work to my first ever free lance display project with a major international fashion brand in Japan.

I really enjoy to bring that energy, and the words that go with it wherever I go, whatever I do.

I am extremely enthusiastic about exploring always new opportunities and feel confident to add value to everything I touch or everyone I meet.

I can say I am a Creative with a substantial experience in the fashion industry. In a wide range from Luxury to Upper Casual and High Street brands. Skills are paramount to cover the industry at 360 degrees, from visual merchandising store design, training modules, business development, project management, marketing, events planning e management. I am also an influencer and an entrepreneur in the entertainment buz. I have been lucky to grow up with an International mind, I speak Italian, English and Japanese, I know my expertises but I know also that I want learn something new every day. Known as visionair, I usually tend to think out of the box. And most of risks I have taken were the right moves.

Would you like to make a change in your lifestyle? Or make a "great" difference with your competitors, offer a memorable shopping experience to your customer? Hit me up for a no obligation first chat to discuss in detail your specific needs and my ability to surpass them.

### BRANDS WORKED WITH

Coach

Dr Martens - Airwair International Ltd

Ermenegildo Zegna Japan

Gap Inc.

Gap Inc./Banana Republic

Prénatal

Ralph Lauren

Reebok

rên-à-porter

Salvatore Ferragamo

## Experience

### ● Owner and Creative Director

rên-à-porter | Jan 2018 -

Store design | window display design |

Brand concept | fixture design | interior design | home project makeover

| personal look project makeover |

### ● Head Of Visual Merchandising - Global

Dr Martens - Airwair International Ltd | Jan 2017 - Sep 2017



### ● Creative Manager international

Ralph Lauren | Mar 2014 - Jan 2016



### ● Senior Director, Visual Merchandising

Coach | Jun 2012 - Dec 2012



### ● Head of Visual Merchandising - Global

Prénatal | Apr 2011 - May 2012

### ● Creative Communications - Senior Visual Merchandising Manager

Gap Inc./Banana Republic | Mar 2010 - Mar 2011

### ● Visual Merchandising Manager

Ermenegildo Zegna Japan | Apr 2005 - Apr 2010



- **Retail Visual Merchandising Manager Japan**  
Reebok | Jan 2002 - Jan 2005
- **Regional Visual Merchandising A.Manager**  
Gap Inc. | Jan 2000 - Jan 2001
- **Ladies RTW merchandising manager**  
Salvatore Ferragamo | Feb 1998 - May 1999

## Education & Training

- 1985 - 1990 ● **Università di Napoli L'Orientale**  
Bachelor's degree,
- **Università Bocconi**  
degree on "Creation of a Brand",
- 2003 - 2005 ● **Vantan Career School Tokyo Japan**  
Diploma Certificate in Creative arts display,
- 1996 - 1997 ● **Tokyo Bunka Gakuen University**  
Graduate,