



Martina Ragnoni

Retail Designer | Project Manager | Creative

Great Britain, United Kingdom

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Languages

English (Native)

Italian (Native)

Spanish (Work Proficiency)

About

An energetic and highly creative individual with years of professional experience working as a Fashion Visual Merchandiser and in managerial roles, combined with a degree in Fashion Retail Branding, Retail Design and Visual Merchandising. Skilled in space and window design, visual merchandising, trend forecasting and brand identity. With a strong interest in Diversity and Inclusion in the fashion field. Gained experience with Adobe Acrobat, 3D SketchUp and IT literate: MS Word, Excel, PowerPoint.

Leading by example, using initiative and working towards goals and targets as part of a team. Proactive, well organized, fast learning, with the ability to work to strict deadlines, especially related to the relationship with the public.

Renowned for leading high-profile projects, managing budgets exceeding £650K, and seamless collaboration across diverse teams, ensuring clear project direction and continuity.

Passionate about the creative space, I thrive in managing innovative projects and delivering exceptional results.

BRANDS WORKED WITH

Fenwick

:: Africa Fashion Week London

Hugo Boss

Victoria Beckham Limited

Cheap Monday

Intimissimi (Calzedonia Group)

Experience



● Creative Interior & Retail Design Project Manager

Fenwick | Sep 2021 - Jul 2024

- Retail and interior space design projects for new and existing spaces within Fenwick.
- Manage project budgets of £650K+, ensuring cost-effective and high-quality outcomes.
- Designed: RTW WW Contemporary, Denim & Trend, Lingerie & swim; MW lounge, underwear & swim; Home acc, bed & bath; Generic FF&E; Bar: Mother Mercy, & many more.
- Utilising SketchUp and rendering programs, I demonstrate technical proficiency that extends to Adobe Suites. My involvement in a diverse array of projects showcases a proven track record, yielding substantial benefits for the company through these services.
- Spearheading the conceptualisation and execution of designs, I take the lead in managing supplier briefs, negotiating with vendors, and overseeing projects from production to rollout. I also handle the logistics and timeline of project installations.
- I report project deliverables to the executives who assigned or requested the project, while also engaging and aligning the team and stakeholders to understand processes, timelines, dependencies, roles, responsibilities, and measures of success.
- Collaborating seamlessly, I closely cooperate with cross-functional teams, including Brand, Marketing, and Buying teams, to verify alignment with business priorities in both project-related tasks and day-to-day operations, ensuring the comprehensive fulfilment of all business objectives.
- Overseeing national visual teams, I align creative goals and standards across Fenwick stores, fostering close ties with Visual Merchandising (Managers, leading weekly meetings, and serving as the primary contact for store requests).
- Conducting store visits to assess the functionality of mat layouts, spaces, and elements requiring creative direction across various locations.
- Developing and reviewing creative standards guidelines and their adaptations at all stores, aligning with the company's identity, and implementing consistent store design standards.



● Deputy Visual Merchandiser

Fenwick | Jan 2020 - Aug 2021

- Proven track record for deputising for the VM Manager in his absence at present time and in previous occasion. Taking full ownership and responsibility for managing the day to day store agenda, likewise launching new windows design, pop-ups and new areas installation.
- Supported timely delivery of creative projects, ensuring outstanding quality and standards for the design and proposal of spaces, windows and events. Nonetheless, since joining the company delivered numerous VM activations across all the Fenwick stores, creating aesthetically pleasing displays and design to increase retail foot traffic.
- To be accountable for the VM presentation in the store windows and across all VM areas throughout all departments of the store. Analysed business results (weekly) to ensure interdepartmental plans, supported the overall brand and category strategic direction that results of the best possible customer journey and experience.
- Developed close working relationships with the creative team, marketing and buying to confirm all business priorities were met, and communication between the teams was regular and productive. Weekly trading meetings and weekly floor walks with sales managers and buying teams (awareness of depth sales performance, supporting the store operations).
- Nurture relationships with regional warehouses, company departments such as graphic designer team, logistic, and contractors.
- Coached store management and personnel in visual merchandising and brand guidelines, leading outstanding VM design and implementation.
- Increased overall productivity by working to understand the personal goals of team members, raising job satisfaction scores.
- Improved and enhanced the functionality of interior spaces, rearranged furnishings and optimise VM storage inside the department store.



● Space decorator & designer | VM responsible | Freelancer

:: Africa Fashion Week London | Aug 2019 - Oct 2023

- Freelancer job. Collaborating at the event in the following years 2019, 2021, 2022 and 2023
- Space decorator for commercial areas of the venue.



● Visual Merchandiser

Hugo Boss | Jun 2019 - Dec 2019

- Responsible for the implementation, maintaining and changes to the Visual Merchandising standards, layout & Mannequins styling in line with company guidelines which help to increase customers footfall and their spendings.



● Senior Sales Consultant

Hugo Boss | Aug 2018 - May 2019

- Building strong client relationship by demonstrating strong commercial acumen and brand knowledge.
- Maintaining up to date product & trend knowledge with training and development with Hugo Boss University (online courses).
- Demonstrating strong commercial acumen and brand knowledge.
- Providing tailored customer service to clients, maximising selling opportunities to achieve store and individual sales targets and KPIs.
- Tailoring & alterations experience with the ability to work on jackets, trousers, fully lined suits.
- Ability to cross/upsell on products.
- Outstanding KPIs and CRM.
- Assisting with the implementation, maintaining and changes to the Visual Merchandising standards, layout & Mannequins styling in line with company guidelines which help to increase customers footfall and their spendings.



● Sale consultant

Hugo Boss | Oct 2017 - Aug 2018

- To provide excellent levels of customer service and surpassing customer expectation at every opportunity.
- Being able to maximise every selling opportunity to achieve store and individuals sales targets and KPI .
- Knowledge range from Athleisure to Boss s/c and Boss Businesswear. Able to close a suit sale and being able to take care of customers' orders and alteration and make sure are completely efficient and on time.
- Cross selling, Upselling and product knowledge (benefit and features).
- Full understanding of the selling steps in line with the company (Preparation to the closing sale and the 'wow' moment).
- CRM (new registration with Hugo Boss experience) - capture rate > 70%.
- OFS (Order From store) - NSPT £800 and UPT 4 (best results).
- Personal UPT 2,2 and NSP £200.

● Assistant Visual merchandiser | Freelancer | Paris Fashion Week

Victoria Beckham Limited | Jun 2017 - Jun 2017

- To provide VM support for the implementation of the visual displays in line with the guideline company.
- Merchandising stock on the floor in order to group it in colours & collection schemes.
- Daily walk through during the showroom period in order to ensure a high standard was maintained and implemented changes where required.



● Assistant Manager

Cheap Monday | Mar 2017 - Aug 2017

- Assisted Managers in monitoring store performance against budget sales, objectives, and goals and constantly deputized for the lead manager on an ad-hoc and weekly basis.
- Offering customers a high level of service, through styling advice, product knowledge and store experience.
- Merchandising stock on the shop floor and creation of visually inspiring in-store and window displays which reflected and maintained the brand identity.
- Controlled expenditure and used financial data to monitor performance against targets.
- Constantly engaged with retail campaigns to maximize positive outcome on the shop floor.
- Delivered exceptional customer service and motivated team members of volunteers to do same.

● Visual Merchandiser | Training Manager

Intimissimi (Calzedonia Group) | Dec 2014 - Feb 2017

- Responsible for the visual layout of the store, implementation window displays, Vinyl applications, mannequin styling, event planning for promotional activities, as well as dismantling displays at the end of promotional periods.
- Implementing changes to the displays and product placement when required from the analysis of product bestsellers and KPI's which impacted positively in the increase of footfall and business revenue.
- Coaching the in-store team in brand expectation, floor sets, and visual standards.
- Responsibilities: Management duties, VM, stockroom organization, marketing, and technical orders, DDT and Delivery.
- Developed and innovated in-store processes and procedures, as well as monitoring of the store's performance, against budget sales, objectives and goals (Budget management & forecasting) to ensure business growth.
- Excellent Supervisor knowledge of index and turnovers.
- 2016 turnover of +7%. Since joining the management team, the store for which I was responsible, achieved 92% of the month targets and won the Best Performance Award for all stores in the UK (2015 & 2016).
- As a Training Manager, I trained people coming from outside the UK in regards to the company facts and products.
- Encouraging and motivating team members to achieve the highest possible standards of customer service and supporting the Store Manager in building a high performing, customer-focused team that exuded exceptional quality in all they did to ensure a seamless customer experience.

Education & Training

- 2016 - 2019 ● **London College of Fashion, University of the Arts London**
Fashion Visual Merchandising and Branding,
- 2010 - 2013 ● **Università degli Studi di Perugia**
Dietetics/Dietitian,