



Laetitia Perrin

Senior Project manager

Paris, France

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Languages

French

English

Japanese

About

Senior Architect recognized for my expertise in Retail Design, my creativity, my constant research for savoir-faire, materials and details. I have designed and managed 60 stores in Asia, EMEA & USA. LOUIS VUITTON Architecture Department, Paris

BRANDS WORKED WITH

Laetitia Perrin Studio

LA GIRAFE AUBERGINE ATELIER DE DESIGN

Louis Vuitton

P+LA PERRIN LESAVRE ARCHITECTES

Experience



● Concept Senior project manager Architecture – team leader

Louis Vuitton | Jan 2016 - Jan 2023

Retail design & Concepts development & sourcing

- Store design concept development & standardization based on new concept proposals & on the Peter Marino concept for Louis Vuitton flagships. Consideration of Marketing & Visual merchandising recommendations.
- Update & follow-up of the « Architectural Concept Guidelines » for wall furniture, FSF catalogues & materials. Integration of technical drawings and useful information in the store construction process to ensure functionality, quality and cost. For internal and external LV partners (local architects, drafters & renders, millworkers & GC).
- & standardization of furniture (seating - tables - Lightning - rugs) & innovative materials. Customization & prototyping in closed collaboration with store planning teams and international suppliers: France, Belgium, Italy, Eastern countries, Thailand, Malaysia, Bali, Japan.
- Sourcing FF&E in an international panel of editors.
- Responsibility for the material library: market research for additional vendors to source new and existing products, cost reduction initiatives, improving production capabilities, customization, sample development and vendor compliance with durability requirements.
- Provide creative advice to architects & guidance based on best practices.

● Founder & craftsman

Laetitia Perrin Studio | Sep 2006 - Feb 2024

Creations and handmade ceramics, furniture, lamps, unique objects & jewelry in stoneware and porcelain.



● project management

Louis Vuitton | Jan 2001 - Jan 2015

Architectural store design – project management

Openings, expansions & renovations of iconic stores, standard stores and pop-up stores:

- interior fitting, façade design & storytelling
- follow-up: design set & shop drawings review, store construction site visits.

● Associate

P+LA PERRIN LESAVRE ARCHITECTES | Jan 1999 - Jan 2001

Christophe Lemaire boutique, 60 m²: design and site supervision. Louis Vuitton Merchandising Department Design of the Christmas show window & pop-ups for new product launches

- **Associate**

LA GIRAFE AUBERGINE ATELIER DE DESIGN | Jan 1998 - Jan 1999

Michel Perry boutique, Paris: design of show windows for 2 years Catalogue VPC Evans & Wong, Paris: design, manufacture of objects.