



Carole Lanterne

Freelance visual merchandising

Paris, France

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Links

[Website](#)

Languages

French (Native)

English (Work Proficiency)

Spanish (Fluent)

About

French and passionate about art, design and fashion, with more than 10 years of experience in famous brands, I am looking for news opportunities in Visual Merchandising.

BRANDS WORKED WITH

American Supply

Emporio Armani

KENZO Paris

LANVIN Paris

PRINTEMPS Nancy

Experience

● Visual Merchandiser

PRINTEMPS Nancy |

Look selection and set-up of the windows and the displays according to the head office's guidelines. Layout and visual merchandising for the pop-up corners and the events.

● Visual Merchandiser Freelancer

| Nov 2016 - Dec 2022

At SALOMON : 2 2 points of sales in Catalonia, Valencia and Andorra (corners, multi-brand stores) Implementation and rotation of the women and men collections according to the themes and the KPIs, reportings, training to the sales team, layout of the showrooms and events, window projects. Other customers : BIG IDEAS, ATOMIC, PD PAOLA, SANTA EULALIA, OMG BARCELONA...

● Visual Merchandiser retail

KENZO Paris | Apr 2013 - Sep 2015

In charge of the retail network in Paris and Europe (12 stores and 7 corners in department stores) Development of the VM strategy in the pilot store and in the retail stores and windows according to the themes and the KPIs. Control of the store implementations by sending of seasonal and weekly guidelines and analyzing feedbacks of the sales team. New concept roll-out in Europe (store openings and reopenings) Creation of a Kenzo VM guide for the stores and training to the sales team. Sourcing of materials and managing : props, mannequins, hangers... Projects of visual identity (signs, stickers...) for the stores and the events. Set-up and Visual Merchandising of the Paris and Milan showrooms.

● Visual Merchandiser

Emporio Armani | Jan 2013 - Apr 2013

Visual Merchandising and windows set-up for the flagship store. Implementation and rotation of the women and men collections. Reports to the Milan head office.

● Window designer assistant

LANVIN Paris | Jan 2012 - Sep 2012

Concept development and set-up of the flagship windows. Window projects managing (design, simulations, looks, sourcing, budgets) Creation of the window guidelines for the other stores and follow-up of the implementations. Visual Merchandising y window set-up for the stores of the retail network. October 2010 - November 2011

● Assistant art Director

American Supply | Apr 2008 - Jun 2008

Creation of trend and material books, window projects for different customers (Cartier, Dior, Maje...ect..)

