



Laure Pinguet

Artistic & Fashion Direction

Paris, France

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Languages

Spanish (Basic)

English (Fluent)

French (Native)

About

Fashion and Art director with a unique mix of retail and creative experience, a strong fashion knowledge and an expert insight into consumer thinking. Adept at leading teams, engaging top talents, and successfully managing production processes. Excels in creating cohesive brand identities and fostering collaborative environments.

BRANDS WORKED WITH

Cartouche

Encensmagazine

The Webster Miami

Vestiaire Collective

Experience



● Art & Style director

Vestiaire Collective | Dec 2019 - Sep 2023

FASHION DIRECTION

- Oversaw the styling of every photoshoot (450 / year).
- Created seasonal fashion direction decks, guiding the identification of trends and brands that define the brand identity each quarter.
- Defined the fashion editorial calendar and strategy, translating commercial needs into on trend and compelling content and stories. Utilize a deep understanding of retail and fashion history for effective visual merchandising, CRM selections, SoMe selections, and PR communications.
- Empowered and guided the team to provide fashion guidelines for the merchandising team, instilling a deep understanding of the brand's fashion DNA to ensure the right products and displays resonate with the target audience.
- Provide fashion direction for pop-up events and PR initiatives, expertly curating products for the exclusive Le Bon Marché corner this year.

ART DIRECTION

- Defined the identity of marketing and editorial campaigns in collaboration with the Creative Director, ensuring alignment with brand goals.
- Engaged and managed top talents, including photographers, set designers, and beauty teams, securing influential individuals to effectively represent the brand.
- Strengthened brand pillars and creative guidelines, supporting successful 360° and fashion campaigns through detailed creative briefs.

PRODUCTION DIRECTION

- Successfully managed the production of onsite images with internal and external teams, serving as the first point of contact with production and talent agencies.
- Created and provided comprehensive briefs, developing a refined shooting strategy for cohesive and impactful content across channels.
- Efficiently managed shooting budgets, negotiating budgets and rights to align with market rates and talent requirements.
- Handle casting management, ensuring the selection of the most suitable talents for each project.

TEAM MANAGEMENT

- Led a team of 4 stylists and art direction assistants, establishing a well-defined structure and clear roles and responsibilities.
- Conducted brainstorming sessions with the creative team to foster creative and strategic solutions.
- Implement effective management practices, ensuring projects run smoothly and deadlines are consistently met.



● E-merchandiser & stylist

Vestiaire Collective | Jun 2018 - Dec 2019

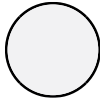
Vestiaire Collective has undergone significant transformation since my arrival, especially in terms of team organization. The different roles I have been given allowed me to actively participate in building Vestiaire Collective fashion DNA, driving the transformation of the catalog and merchandising, and help on the massive redefinition of the branding image in 2020.



- **Fashion curator**

Vestiaire Collective | Feb 2017 - Jun 2018

Handle the designer brands portfolio



- **W&M Buyer & Visual Merchandiser**

Cartouche | Dec 2013 - Jan 2017

Cartouche was a menswear multi-brands shop, considered like a Fashion Institution in Toulouse. I was hired to redefine the creative direction of the visual merchandising and develop a womenswear offer. I managed a portfolio of 30 brands, setting budgets and season objectives with a 20% increase in revenue within the first year.



- **Style & Editorial Assistant**

Encensmagazine | Jan 2012 - Nov 2013

I assisted Samuel Drira in the conception of issues 28, 29 and 30 of Encens Magazine, but also on his role as a stylist and consultant for designers such as Christophe Lemaire and Damir Doma on the collections and shows over the course of two years. Working closely with him, I gained in-depth knowledge of fashion history, particularly focusing on the 80's and 90's eras.

- **Personal shopper & visual merchandiser**

The Webster Miami | Jun 2010 - Sep 2010

Education & Training

2010 - 2013

- **Esmod ISEM**

Bachelor of Fashion Management, Fashion management

2009 - 2009

- **ERG**

Fine Arts, Fine Arts

2008 - 2008

- **CAD**

Design & Interior design, Design & Interior design