



Mathieu Francois

Visual Merchandising and Brand Visual Image Consultant

London, UK

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About

<https://mathieupierrefranc.wixsite.com/portfolio-site>

Specialist in VM with 15 years experience in the retail industry, advising businesses in:

- Visual merchandising service,
- Layouts and guidelines,
- Visual language and product presentation definition,
- Dynamic and reactive displays based on merchandising and sales trends
- Retail interiors, props & Fixtures consulting

BRANDS WORKED WITH



Experience

● Consultant in Visual-Merchandising and Brand Identity

MFVM consultancy | Jul 2018 -

With over 10 years experience in various positions within the retail industry, including global VM manager, I am currently offering my services as a visual merchandising consultant.

Providing support on:

- VM store set ups
- Press presentation and press day set ups
- Support on the creation of guidelines
- Development of VM material such as props and fixtures

As well as support on VM strategy such as customer journey and translation of brand image and identity into coherent and visually appealing displays.

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● Retail visual merchandising manager (Global)

Bally | Jun 2017 - Jul 2018

Reporting to the VP of merchandising in London & Milan

- Setting brand visual language in store & showroom
- Monitoring & managing Global activities
- Working in synergy with Merch, Buying, Marketing, Pr...
- Creating global guidelines & Training VMs
- Collaborate with store planning developing props, fixtures, new store look
- Managing press event product set ups



● Retail Visual Merchandiser EMEA

Bally | Apr 2014 - Jul 2017

Working under the Vice President of merchandising:

- Creation or VM strategies based on company product and communication direction.
- Putting in place various global guidelines to support stores in implementing consistent displays.
- Training of local and in Store VMs.
- Props and fixtures development for stores and show room.
- Working closely with buyers and merchandisers on creating efficient product rotations.
- Support to the creative Visual designer on various windows, capsule

support material and pop ups.

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- **Visual Specialist**

Marks and Spencer | Feb 2012 - Jun 2014

- Trend prediction, filtered through Marks and spencer's design brief to adapt the product selection to the relevant customer.
- Involved in influencing the selections of the international buyers to allow the implementation in international stores.
- Selection of the ranges presented in windows which would then also be used for styling for campaigns, in-store POS and digital marketing.
- Seasonal Set ups in show room for the creation of quarterly & transitional guidelines involving, styling, windows compositions and in store styling moments.
- Photographing and Photoshopping of all imagery for seasonal guidelines and presentation boards. Am well adept at presenting to all levels of management within the business from director's level down.

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- **Visual merchandiser (Flagship)**

Prada | Jan 2010 - Jan 2012

- **Show room visual merchandiser**

Kenzo Paris | Mar 2006 - Jan 2008