



# David Boullier Masolini

Co-Founder/ Owner Bu-  
reau360 Brand Mentoring  
Paris chez Bureau 360

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Fluent)

Spanish (Basic)

## About

Strategic, creative leader delivering strong results.

I take pleasure and joy in the challenge of building and re-building brands.

Highly creative, leader with over 12 years experience in the fashion luxury brand market, middle and mass market.

Highlights of Core Competences :

- Window design
- Interior, merchandising
- Event and Styling
- Art Direction
- Sale Training
- Profit Growth
- Architecture, new concept and interior design
- Team player

My specialities are fashion, home furnitures, beauty, accessories, shoes, leather goods...

### BRANDS WORKED WITH

Camaïeu International

Gémo, groupe ERAM

Le Cabinet2D

Louis Vuitton

Galleries Lafayette

H&M

## Experience

- **Co-Founder/ Owner Bureau360 Brand Mentoring Paris**  
Bureau 360 | Oct 2020 - May 2023  
Co-Fondateur du Bureau 360, Agence de BRAND MENTORING - Directeur de l'Offre- Head of Global Design, Sourcing and Buying at Bureau 360
- **Directeur Collection Head of buying**  
Camaïeu International | Jan 2020 - May 2022  
Restructuration de l'Offre, Repositionnement de l'Enseigne et rationalisation du parc fournisseurs
  - Refonte totale de l'Offre dans un contexte de repositionnement de la Marque (Etudes clients, Prospective,...)
  - Développement produits en collaboration avec les équipes style et production.
  - Gestion des collections et définition des stratégies de pricing.
  - Elaboration d'un Planning Stratégique avec une vision 360° (Offre, Communication, Retail, On line...)
  - Mise à plat de l'ensemble des process de construction de collection (Optimisation, rationalisation des retro planning de production
- **Directeur de l'Offre et Collections, Head of Global Design, sourcing and Buying**  
Gémo, groupe ERAM | Jan 2016 - Dec 2020  
Membre du Comité de Direction  
CA de 950 M€
  - Gestion de la catégorie (CA, Marge, Stock)
  - En charge de l'élaboration de l'Offre produit, du Sourcing, du Merchandising ainsi que des performances commerciales et financières.
  - Management d'une équipe de 200 personnes (Activité Achat, Style, Merchandising, Compliance, Qualité...)
  - Activité TEXTILE et CHAUSSURE

Head of Global Design, sourcing and buying of the groups and world-wide.  
Promotion, Stratégie, Pricing, Merchandising and Marketing.

- **Co-Founder/Owner Le Cabinet2D Visual Merchandising and Architecture Agency**

Le Cabinet2D | Aug 2014 - Oct 2016

Visual Merchandising Director  
Founder of Le Cabinet2D

Global Brand Identity, Merchandising, Architecture, Branding, New Concept, Training, Artistic Director,  
Brand Development...

Galleries Lafayette, Ercuis Raynaud, Kookai, Tally Weijl, Noukies, Hugo Boss, Casio G-Shock, Vakko Turkey, Madura,...



- **Country Visual Merchandising Director France**

Louis Vuitton | Mar 2012 - Dec 2014

Director of the Brand for France, Visual Merchandising, Windows, Events.

17 stores (Champs Elysées, Saint Tropez, Paris Area,...)

Head of France Visual Team  
Events, Styling and Windows



- **Director of Visual Merchandising**

Galeries Lafayette | Jan 2009 - Dec 2012

Merchandising Director for Galeries Lafayette (61 Stores, Flag-Ship Store Haussmann)

Team of 10 Head of Visual Merchandiser for Fashion, Home, Accessories, Food, Jewelry, Cosmetic...

Director of development for all the New Concept in Galeries Lafayette (Shoes, Luxury, Denim, Cosmetic...) Mood Board, architecture, design, visual merchandising...



- **Visual Merchandising Director France**

H&M | Jan 1998 - Dec 2009

Head of Visual Merchandising for France (120 Stores)

Recruitment of 300 Visual Merchandisers for Openings

120 Opening Coordination for France

Work close to Swedish Head Office

## Education & Training

- **Université de Dijon**

DESS,