



Roberto Angelici

Visual Merchandiser Manager
Global

Amsterdam, Netherlands

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Links

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Languages

Italian (Fluent)

French (Fluent)

English (Fluent)

Spanish (Work Proficiency)

Dutch (Basic)

About

With a Master's degree in Luxury & Fashion Management and over 10 years of industry expertise, I currently serve as Global Visual Merchandising Manager at KARL LAGERFELD. In this role, I shape and uphold the VM brand image across diverse markets and channels. My approach blends cultural insight with managerial acumen, underpinned by a commitment to technical excellence, creativity, and meticulous attention to aesthetics.

My responsibilities encompass overseeing the visual merchandising of store interiors and windows, designing innovative creative spaces, and managing pivotal aspects such as store openings, refits, pop-ups, and brand events. I develop and adapt monthly guidelines to suit varying market dynamics, manage budgets, campaign assets, and strategic prop distribution in collaboration with partners.

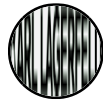
As a proactive leader and role model, I lead by example, fostering a high-performing VM team through effective leadership, people management, and strategic vision. I am dedicated to enhancing brand perception as a true ambassador, optimizing visual props, training staff, recommending new collection purchases, and driving sales growth.

Skills: Management, network management, analyses & negotiation, business acumen, drive for results, international abilities. Visual Merchandising, brand image, impeccable taste, creativity and problem solving, sharpness for details, digital.

BRANDS WORKED WITH

- Burberry
- Hermès
- KARL LAGERFELD
- Lancel
- Michael Kors
- New Star Now
- S.c.s. Alexandre & Cie
- Staff International
- Studio Tecnico Clemente
- Stylight GmbH

Experience



● Visual Merchandising Manager Global

KARL LAGERFELD | Jun 2021 - Now

Responsible for the Vm brand image. Worldwide position.

Visual merchandising management of interiors and windows for the whole network. Create new assets and creative spaces across multiple markets. Store openings, refitting, pop-ups, general and special brand events across markets and channels. Create monthly guidelines and adapting them to the multiple realities. Managing budgets, campaign assets, mannequins and prop distribution with partners. Strategically minded.

Role model who leads by example. Management of the Vm team and Business acumen. Ability to demonstrate excellent leadership and people management skills. Proven ability to recruit, train, develop and assess talent, coach and provide feedback to the team, set targets and drive results.

Responsible for the 18 Global Showrooms, all Wholesale Channel and Travel Retail.

Worldwide position: Russia to Israel, Mongolia to France.

Events: store openings, pop-ups, fairs and special brand events. Lead the set-up of showrooms, support store openings. Creation, display and training on the Guidelines and Vm best practices, global vision and management of the network, Visual Merchandising travels and constant remote support, create and support Vm tools, Vm standards' book, develop the core buys, network relationships.

Creation, coordination and design of the spaces image needs: Showrooms, Stores, Travel Retail.



● Visual Merchandiser Headquarter

Hermès | Oct 2019 - May 2021

Visual Merchandising for 6 of the major stores: Central and Northern France, Parisian Stores. Carrè-Club Event, VM Seminary. Management of 14 métiers per store, creation and implantation of floorsets, events management, global vision of the network, network relationships, drive for results, flexibility, creativity and problem solving, public speaking. Brand ambassador, optimisation of the props, trainings in-store, suggest the purchase of new collection, business acumen and development of the sales.



● Adjoint Manager Flagship & Network Visual Merchandiser Headquarter

Lancel | Jan 2019 - Sep 2019

Management of a network of 20 stores: Southern France, Spain, Normandy, Flagship Opéra. Leadership, drive for results, business acumen, brand ambassador & international relationships. Management and analysis of kpis & stock, management of the team, planning. Visual Merchandising for stores, corners and outlets, creation of guidelines, training of VM in-store, floorsets, management of the visual display for the network, network relationship, development of the sales.



● Department Manager & Visual Merchandiser Specialist

Burberry | Jul 2017 - Jan 2019

Ability to demonstrate excellent leadership and people management skills. Proven ability to recruit, train, develop and assess talent, coach and provide feedback to the team, set performance targets and drive department kpis; plan your department schedule.

Visual merchandising interiors and windows: guidelines & creativity, floorset implantation and daily maintenance, props optimisation. Brand Ambassador, Styling. Management of the Vm in-store, Business acumen.

Ability to be flexible and communicate the company culture. Advanced knowledge of POS, store systems and comfortable using digital tools. Technical proficiency with SAP and MS applications.

Leadership, drive for results, business acumen, brand ambassador & international relationships. Management and analysis of kpis & stock, management of the team, administration of the stock and SAP, training and coaching the team, supervision of purchases, planning.

Leading by example, management and trainings, coaching, styling, find and nurture loyal clients. Visual merchandising: guidelines & creativity, floorset implantation and daily maintenance.



● Bpc & Visual Merchandising Ambassador

Burberry | Jan 2016 - Jul 2017

Proven ability to increase sales and lead a high performing department, proven ability to drive and maintain exceptional customer service standards. Be actively involved in the department merchandising and purchases, cultivate customer relationships and drive the digital strategy. Develop and retain talented employees; Brand ambassador and serve as a specialist for department's product, Leadership behaviours when dealing with all areas of the store and business.

Visual merchandising interiors and windows: guidelines & creativity, floorset implantation and daily maintenance, props optimisation. Brand Ambassador, Styling. Management of the Vm in-store, Business acumen.



● Responsible of Accessories then Rtw & Sales Associate

Michael Kors | Oct 2014 - Jan 2016

Reporting and negotiation activities, administration of stock , reporting and analysis of sales and kpis, training on clothing and accessories, brand image, focus on runway collection.

- **Adjoint Manager & Responsible image**

S.c.s. Alexandre & Cie | Aug 2013 - Dec 2014

Managing the team, inventory and stocks management, management of the providers and purchases, trainings, planning, event management, sales and negotiation activities, account management activities. Management of the online image, style and photography; (Elie Saab, Oscar de la Renta, Zuhair Murad, Ermanno Scervino, Ralph Lauren Collection, Jitrois, Marchesa, Giambattista Valli etc)

- **Business Development**

Stylight GmbH | Mar 2013 - Aug 2013

Negotiations, analysis of competitors and market participants. Controlling, business analysis, technical integrations of new partners. Research, evaluation and choice of possible partners.

- **Sales Showroom**

Staff International | Jan 2013 - Mar 2013

Commercial activities, account management activities, welcome and PR, styling.

- **Blogger**

New Star Now | Jun 2012 - May 2014

Blogger for fashion, luxury and lifestyle.

- **Architect**

Studio Tecnico Clemente | Feb 2005 - May 2012

Designer, furnishing, graphics

Education & Training

2012 - 2013

- **24ORE Business School**

Master in Luxury&Fashion Management,

2004 - 2011

- **Architect**

Master's degree in Architecture, 5 years,

2004 - 2011

- **Politecnico di Bari**

Master's degree,

1999 - 2005

- **Liceo Classico Socrate**

Diploma,