



# Caroline Cheze

Directrice Artistique et Design-  
er 360° - Indépendant

Nice, France

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## Links

[LinkedIn](#)

## Languages

French (Fluent)

English (Work Proficiency)

## About

### BRANDS WORKED WITH

Atelier Casanova

Bronson

Champagne Menor 88

CHIC

CREPUSCULE DESIGN AGENCY

Little Agency

Sisley Paris

The Estée Lauder Companies Inc.

Virgin

## Experience

### ● Directrice Artistique - Designer 360°

| Sep 2022 -



### ● International Design Project Manager - makeup

Sisley Paris | Jan 2021 -

Key Responsibilities :

- Creation of 360 worldwide product makeup launches in store. Création of the merchanding and retail elements : Windows displays, podiums, PLV for stands, flagship & maisons, tiles, POS materials.

- Creation of the permanent & institutional materials regarding the needs in store.

- Creation of the new merchandising & retail makeup concept.

- Collaboration of the new makeup open sell system (backwall formats, C1, C2, TR gondola)

### ● VM Designer Manager Bobbi Brown EMEA

The Estée Lauder Companies Inc. | Jul 2019 - Jan 2021

### ● VM Designer Senior Bobbi Brown EMEA

The Estée Lauder Companies Inc. | Jun 2018 - Jul 2019

Key Responsibilities :

- In Addition to the previous scope, I'm working on the brand constancy & the new brand positioning of Bobbi Brown.

- Development of new concepts of unit displays to highlight the new brand positioning with a full VM rework of the store. Development of the project with the creative and production team. New open sell system, new bar tester in store & highlighter products unit with luxury aspect and better communication.

- Development of evergreen updatable units to be cost efficiency and eco-responsible.

- As a corporate project, I lead a new SharePoint for the full RDDC in the Estee Lauder group

- In charge of all the EMEA visuals development & shootings advise

### ● VM Designer EMEA Bobbi Brown & Jo Malone London

The Estée Lauder Companies Inc. | May 2017 - Jun 2018

Key Responsibilities :

- Visual Merchandising Designer for both make-up & fragrance brands, in charge of design projects permanent & temporary for EMEA region. Development of the project from the initial draft and conception to the engineering, production and in-store installation, concerning both

Creative and VM aspects.

- Development of unit displays, POS, events, windows, visuals & creation of VM guidelines for all the launch in line with the marketing strategy.

- Ensure Brand's image is maintained at a consistent level of excellence within guidelines set forth by New York in order to achieve a cohesive effect in terms of image & Visual Merchandising on an EMEA level with country specificities like Middle East & India.

- Provide designs, technical drawings & specifications to market for special projects with a local relevancy

- Be in support on all the markets for the store & VM installation, technical issues, local productions & Top Management visits.

- Supervision of free-lancers and interns

## ● Designer & Project Manager

CHIC | Mar 2016 - Apr 2017

Key Responsibilities :

- Designer & Project manager in charge of the creative design & the project following, dealing with clients, suppliers, retailers on a creative, cost & technical aspects.

- Development of 360° creative concepts for EID, Diwali & Bridal communication in India & Middle East

- Development & installation of window displays in the Middle East, with an understanding of the creativity & production constraints, due of country restriction of POS & visuals.

- Development & production of International events for Brands or on a specific thematic.

- Technical & creative development with production of limited exclusive packaging, exportation in all EMEA.

- Following clients, projects & invoices between France & Middle East.

Clients :

--> Estee Lauder, Ajmal, Hermes, Piaget, Cartier, Evian, Badoit, Benefit, Giorgio, Izil, La Serre Dubai, Roberto Cavalli, Classic Malt, Edrington

## ● Co-founder & Artistic Director

Champagne Menor 88 | Sep 2014 - Sep 2018

Key Responsibilities :

- Creation of a new Champagne brand for the Asiatic & French market. With 2 associates, we worked on an identity of french code with Asiatic culture touch to be able to be part of the two markets.

- Lead on the Brand creative aspect with brand identity, packaging, POS merchandising, creative assets & events elements.

- Technical & creative development on the packaging, costing and materials recherches to highlight the French quality of manufacturing.

- Brand presentations on external clients & retailers.



## ● Graphic Designer

Little Agency | Mar 2014 - Feb 2016

Key Responsibilities :

- Development of brand identities, brand harmony, recast & new images with the vector of new packagings & logos. My expertise was on cosmetics, & foods brands.

- Creative lead on the new Mythic Oil image with a full range of products.

Development of the new monogram, moucharabieh creation, graphism of primary & secondary packagings, color and material finishings, technical development following.

Clients :

--> Coty, Food 4 Good, L'Oréal Pro DMI, L'Oréal DMI, Garnier DMI, L'Oréal Pro Chine et Japon, Garnier France et Mexique, Cosmetique Active

### ● Merchandising & Packaging Designer / Freelance

Atelier Casanova | Nov 2013 - Feb 2014

Key Responsibilities :

- Design and development of VM displays, podiums, window. Development of the project from the initial draft and conception to the engineering & production, concerning both Creative and VM aspects.

- Development of limited edition packagings & identities, 2D, 3D, material recommendations & technical specs.

Clients :

--> Cartier, Hermes, Hennessy, Pietra, Ruinart, Glenmorangie, Label 5



### ● Graphic Designer / Freelance

Bronson | Jun 2013 - Oct 2013

Key Responsibilities :

- Designer Graphic & Project Manager in charge on several projects of the packaging design in order to achieve a cohesive effect in terms of branding. My expertise was on cosmetics, & alcohol brands.

- Understanding of the marketing brief, creative advise & design, starting to the 1st creative phase, ending to the execution drawing.

Clients :

--> Mixa, Garnier Body, Fructis, Elseve, Cadum, Tormore, Dim, Mythic Oil, Franck Provost, Adidas, L'Oréal Professionnel

### ● Packaging Designer & Art Director / Freelance

Virgin | Jun 2013 - Feb 2014

- 1st mission :

Creation of the 1st packaging family dedicated to Virgin Mobile accessories.

I was working on the full creation, execution drawing & leading the production on those packagings. Display in all the Virgin store in 2014

- 2nd mission :

Photography & Art Direction of a store documentary for an internal Top management presentation.

### ● Merchandising & Retail Designer / Freelance

CREPUSCULE DESIGN AGENCY | Apr 2013 - Jun 2013

Key Responsibilities :

- Development of VM unit displays, retail concepts & creation of packaging on cosmetics brands.

Creation with 2D layouts and 3D images & collaboration with external suppliers for mockup, print & development.

Clients :

--> Vichy, Ushuaïa, L'Oréal Professionnel, Dessange

## Education & Training

2007 - 2012

- **Strate, Ecole de Design**  
Master 2 (M2),

