



Mirella Paradiso

Head of Merchandising (store design and VM) EMEA and TR Orveon (Laura Mercier, bareMinerals, Buxom)

Paris, France

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Languages

English (Fluent)

French (Fluent)

Italian (Native)

Spanish (Basic)

Chinese (Basic)

About

BRANDS WORKED WITH

Orveon Global (Laura Mercier, bareMinerals, Buxom)

Coty

DOLCE&GABBANA S.r.l

Gucci

Experience

- **Head of Merchandising EMEA and TR (Store design and VM)**

Orveon Global (Laura Mercier, bareMinerals, Buxom) | Nov 2022 -



- **International Merchandising Director - Gucci Beauty**

Coty | Sep 2017 - Oct 2022

Responsibility of the development of permanent and temporary merchandising WW for Gucci Beauty, through guidelines creation and deployment to all markets, prototypes creation validated by the Fashion House during workshops, supervision during set up.

Project management of special projects/takeovers from design phase to production and installation, in direct contact with all stakeholders (Fashion House, local teams/retailers, suppliers) to guarantee best in class executions.

Ongoing reseach on sustainability and digital/interactive tools.

Leader and coordinator of a team (7 people), reporting to Retail Excellence SVP, in close contact with top management. In charge of global merchandising budget.

- **Senior Account Manager Beauty (Fragrances, Make up, Skincare)**

DOLCE&GABBANA S.r.l | Apr 2008 - Sep 2017

Full responsibility of Brand image coordinating the development of all communication tools for Dolce&Gabbana Beauty (in store, media, PR/special events) between the Brand and Licensor (Procter&Gamble 2008-2016, Shiseido 2016-2017), in close relationship with Licensing Dept, Licensor, internal Graphic and Instore teams, agencies and suppliers involved in designs and productions.

In store: in charge of elements centrally produced and in store guidelines for all new launches (fragrance lines Light Blue, The One, Pour Homme and Pour Femme, Dolce, Intenso, make up as of 2009 and skincare as of 2014)

Supervision of the in store design development of all flagship or out of guidelines temporary executions WW

Covering all main flagship stores WW, in charge of the update of the corners for every new launch

Media: supervision of retouch and cropping phase to guarantee proper and timely assets delivery for WW distribution

PR/special events: supervision on design creation and production of PR tools (PR kits, press release) at every new launch or event



- **Advertising Production Junior project manager**

Gucci | Nov 2004 - Apr 2008

Education & Training

- 2021 - 2023 ● **ESAM DESIGN**
Collaborateur Architecture d'intérieur/Design,
- 2008 - 2008 ● **Il Sole 24 Ore**
Marketing&Communication Management Master,
- 1997 - 2003 ● **Università Ca' Foscari Venezia**
Chinese Language and Literature arts specialty,