



# Hannah Farren

Head of/Director of Visual Merchandising & Store Design

Great Britain, United Kingdom

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

Experienced Visual Merchandiser with a history at top brands like Charlotte Tilbury Beauty and Harrods. Skilled in designing and implementing engaging retail environments, adapting strategies to diverse markets, and driving impactful consumer experiences across instore and online platforms. Ready to bring creativity and adaptability to your team.

### BRANDS WORKED WITH

- Gisou by Negin Mirsalehi
- Charlotte Tilbury Beauty
- Space NK
- Harrods
- Agent Provocateur

## Experience

### ● Visual Merchandising & Store Design Consultant

Gisou by Negin Mirsalehi | Jan 2024 - Now



### ● Senior Visual Merchandising Manager

Charlotte Tilbury Beauty | Jul 2018 - Dec 2018

Promotion into a newly formed EU team to head up creative aspects of brand launch in the EU region including instore, online and out of home. Designed and implemented over 15 instore format solutions to adapt to retailer environments and market nuances, consulted on ecommerce platforms and accompanying marketing campaigns for in total 14 country launches.



### ● Head of Visual Merchandising & Store Design

Charlotte Tilbury Beauty | Mar 2017 - Nov 2023

Leading a team to strategise, conceptualise and implement the online, instore and out of home Charlotte Tilbury experience across the EMEA (EU, UK, ME, AUS) region- curating the consumer journey with art, commerce, consistency and 'globally consistent, regionally relevant' in mind.



### ● Visual Merchandising Manager

Charlotte Tilbury Beauty | Mar 2017 - Jul 2018

Managing a team of 2 to implement the global Charlotte Tilbury VM strategy across the UK, implementing NPD on counter.



### ● Visual Merchandising Manager

Space NK | Nov 2014 - Mar 2017

### ● Visual Merchandiser

Harrods | Jan 2014 - Nov 2014



### ● Visual Merchandiser

Agent Provocateur | Mar 2012 - Jan 2014

## Education & Training

### ● University for the Creative Arts

Bachelor of Arts - BA,