



Maude Boulleau

International Store design & Visual merchandising Director

Paris, France

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Languages

French (Native)

Spanish (Work Proficiency)

English (Fluent)

About

For more than 15 years, I created and developed the visual store design brand identity strategy for luxury brands internationally in the selective cosmetics industry. I opened the first retail stores and spas from design to operational opening to the public. Results oriented, I bring all my creativity, my flexibility and my ability to anticipate and organize while respecting the brand identity in order to increase the sell out and to build the customer retail experience and brand image visibility in all distribution channels.

BRANDS WORKED WITH

Coty

Derhy

Sisley Paris

Experience



● International Store Design & Visual Merchandising Director

Sisley Paris | Jan 2021 - Feb 2023

Scope

:I managed the acceleration of the retail opening strategy & spas for Maison Sisley worldwide, from artistic design direction to the opening to the public working with local architects, locals subcontractors, and corporate services to make it happen within time and budget constraints post covid . I created and roll out the visual and store design strategy through all selective channels of distribution while monitoring the technical and purchasing policy for all axes and managing a team of 15 people.

Achievements

:opening of the Maisons de Soins(from 250 to 500 m2) Vienna (5 cabins) , Lisboa (4 cabins), Milano (4 cabins) , Bruxelles (4 cabins) , Paris , new Spa of W hotel in Doha (900m2), new make up bar, new make up open sell system for Sephora, new counters opening with cabin of Galeries Lafayette (2022) , West Palm Beach Boutique (2 cabins). Purchasing budget of 20 million euros (savings of 15% average)



● International Store design and Visual Merchandising Director

Sisley Paris | Jul 2011 - Jan 2023

Scope:

I defined the artistic direction and supervised the harmonization and implementation of the store design and visual merchandising strategy worldwide. I led along with my team the creation of the brand image of the new Brand Hair Rituel by Sisley Paris in 2018. I achieved the opening of the first stand alone retail stores to public (150-450m2). I drove the renewal of store design image and soft and hard visual merchandising tools for all axes (make-up, skin care and fragrance) while controlling costs, production technics and planning.

Achievements:

opening of new retails stand alone maison Sisley in Paris, NY, Munich, Praha, Bordeaux , Lyon, counters of Saks, Harrods, Galerie Lafayette, Bon Marché , La Samaritaine. New skin care bar, new make up gondola for SEPHORA and GTS, new digital Fragrance bar. I managed a team of architects, designers and visual merchandisers of 11 people.



● International Visual Merchandising Manager

Sisley Paris | Jan 2010 - Jul 2011

Scope:

I created and implemented the store design and visual merchandising identity for all channels of distribution including the renewal of all the hard merchandising tools, managing the technical policy as well as the budgets for all axes (skin care, make up, fragrance). I was also in charge of all retail education and gwp tools.

Achievements

:New skin care bar , 120 store design projects installation, 750 skus for budget of 10M€ (saving 12%), team development of 4 people.



● Senior project Manager - Fragrance

Coty | Jan 2006 - Jan 2010

-Balenciaga, Chopard, Chloé, Calvin Klein, Davidoff, Jil sander, Joop!- Marc Jacobs - V. Westwood

International Visual Merchandising Senior project Manager - Fragrance, 2006-2010

Scope:

I defined and deployed the visual merchandising strategy for the prestige fragrance brands under licence with each artistic director of each brand. Undertook the development and the implementation of the visual merchandising tools and strategy, supporting the markets in the implementation of the store design concept in travel retail and department stores or chains. Optimise budgets and control the production technics and planning. Purchasing budget of 8M€ - team of 2 persons.

Achievements:

Management of more than 20 launches and animations per year, creation of the new in store concept of the Italian perfumery chain La Gardenia, new in store concept of Chloé in Asia, counter of Marc Jacobs in Galeries Lafayette.



● International senior visual merchandising manager (Fragrance & cosmetics)

Coty | Jan 2000 - Jun 2010

I created & développée the visual merchandising concepts of the brands under licences for all distribution channels worldwide.

Handled the management of the production of all soft and hard merchandising tools, all print tools.

I Defined all visual merchandising and store design launch guidelines to support local markets. Coordinated purchasing bids and manage subcontractors production and planning.

Purchasing budget (2006) : 4M€ - 8 launches per year



● International purchasing manager for promotion (Fragrance)

Coty | Jan 1997 - Jan 2000

Managed the development, the purchasing and the production of promotional tools (gwp, retail education tools, boxes, textile, accessories) for all the licence brands Purchasing budget : 4M€ -135 références at catalogue (1999)



● Junior product manager

Derhy | Jan 1993 - Jan 1997

Coordinated the development of the collection prototypes with designer studio and follow up of the creation, purchasing and production process in China, India and Thailand. Wholesale presentation during international fairs.

Education & Training

2021 - 2022

● MjM Paris

Architecture Interior architect, Architecture - Interior design

1990 - 1993

● ISG PARIS -NEW-YORK

Master of Business, International marketing