



# Cristhian Giron Giraldo

Loro Piana, Visual Merchandiser Manager Middle East

Dubai - United Arab Emirates

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

Spanish (Native)

## About

I am an Architect designer, Currently working as a Department manager visual merchandiser responsible for all Etoile group brands such as Chanel, Tod's Ralph Laurent, Etro, Etoile, Ingie Paris franchises in Middle East and managing VM teams in all region. With more than 15 years combined experience in fashion and interior designing.

. I am a self-motivated person with a very positive attitude; I always find solutions for different challenges happening during the process of work, Excellent communication skill and attitude to motivate my Team and get the best in business negotiations.

Creating props for specifics Displays at the boutiques such as Risers, personalize hangers, boutiques display concepts

I use photoshop, Illustrator, sketchup, archicad, and some knowledge in Autocad

### BRANDS WORKED WITH

Bec EspañA

Department Manager Visual Merchandiser

El Patio De Marta

Etoile La Boutique

Gucci Group

Loro Piana

Massimo Dutti

## Experience



### ● Department Manager Visual Merchandising

Etoile La Boutique | Jan 2011 - Jan 2021

ETOILE GROUP, Chanel, Tod's, Ralph Lauren, Etro, Etoile 'La boutique', Ingie Paris and Aquazzura

Own control over end-to-end management of all boutiques operations in Middle East and direct VM teams in GCC. Maximise sales procedures by conceptualizing, designing, and creating all seasonal windows for Etoile "La boutique", Ingie Paris. Exercise leadership by training VM's teams and staff in different brands, including Chanel, Etoile, Etro, and Ingie Paris. Play integral role in orchestrating events, set-ups, and designs to identify potential growth opportunities.

Succeeded in reducing cost and improving quality for windows display.

Optimized corporate effectiveness by managing and controlling budget operations.

Optimized overall productivity by generating new events concepts for multiple brands.

Successfully improving timings of setups to match the global launches.

### ● Regional visual merchandiser Manager

Department Manager Visual Merchandiser | Jan 2011 -

Directed and managed all Chanel boutiques in Middle East for the group, initiation of seasonal windows, monitoring boutiques VM and events. Attracted customers by boosting product awareness through management of visually appealing events in dead-line driven environment.

Ensured seamless execution of operational activities by formulating ideas, implementing new concepts, and designing furniture.

Increased operational efficiency by collaborating with creative team of each brand in setups and promoting events.

### ● Visual Merchandising and Fashion advisor

Gucci Group | Feb 2010 - Nov 2010

Designed visual display for luxury goods

Took the initiative to support team members when in need for fashion related advice.

- **in-store Visual Merchandiser-windows dresser, flagship store**

Massimo Dutti | Apr 2009 -

Served pivotal in respecting VM guidelines from HQ for the flagship store by ensuring maximum adherence from the creative department. Contributed to increase sales in the stores by finding slow-moving merchandise, and displaying it in strategic areas in the store.

Optimized overall productivity by maintaining the visual standards

Successfully improving staff knowledge in VM by training and working together during setups.

- **Interior Designer**

Bec España | Jul 2007 - Feb 2009

Bec España s.l., Spain, Madrid, Jul. 2007 – Feb. 2009

Interior Designer

Worked on projects to renovate and refurbish boutiques

Clients: Armand Basi, Missoni, Tino Trevi, Rossano Ferreti, and other

Worked in a team of three. Created new designs for whole projects: furniture, lights, materials, and made exclusive details to make interiors unique

Negotiated prices with suppliers

see less

- **Design Architect**

El Patio De Marta | Oct 2006 -

Designed interiors and gardens for more than a hundred clients.

Focused on decorating spaces depending on client needs: From matching a sofa in a living room to create a full house design with a garden.

Designed objects furniture, colour combination, decorations, etc



- **Visual Merchandiser Manger Middle East**

Loro Piana | Dec 2021 - Now

Reporting to the GM and leading the VM department to achieve all goals in each project involved; Responsible for installing seasonal windows decor and store merchandising, following guidelines from HQ. collaborating internally and externally with different teams to build and organise events in the Middle East along with the Marketing division, supporting the head of buying in Milan during the buying and presenting it to HQ

## **Education & Training**

---

2015 - 2015 ● **Lotus Institute**

Graphic designer, Diseño y artes aplicadas

2003 - 2007 ● **Centro español de nuevas profesiones**

Interior Designer, Designer, Visual Merchandising, Windows dresser

2003 - 2007 ● **CENP**

architect disingner, Interior Architecture