



Paul Rye

Global Head of Visual at Turnbull & Asser

London, UK

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Languages

English (Native)

About

Highly creative with an ability to drive brands forward through innovative visual schemes and concepts. Possessing a proven ability to make a strong impact with visual merchandising and trend forecasting, Having a flair for re-designing in-store layouts to drive sales forward. Have a strong Brand awareness and various new store and re-fit experience.

BRANDS WORKED WITH

- Turnbull & Asser
- Paul Rye
- Laura Ashley
- Well street productions Ltd
- Mad potter Garden Centre cafe and bar
- Liberty Ltd
- Burberry
- Gap Inc./Gap

Experience



● Global Head of Visual Merchandising

Turnbull & Asser | Mar 2022 - Jul 2024

Part of the Global creative team working on a new concept for Turnbull & Asser.
 Solely responsible for the Omni channel Visual offer at Turnbull and Asser. Reporting only to Creative Director.
 Part of the Global creative team working on a new concept for Turnbull & Asser.
 Heading Visual Merchandising both in store and online, Marketing, Graphics and social media.
 Designing and advising on the visual concept of all aspects of the business including new store design.
 Heading seasonal Shoots and campaigns.
 Regular International Travel overseeing concepts, installation and training.
 Creating a network of trades people, designers and suppliers to produce effective Visual presentations.
 Working alongside Merchandising team to deliver excellent visual throughout the stores and online.
 Building a calendar of Marketing and Visual Merchandising inline of commercial needs of the business.
 Liaising with local management on regional market strategies.



● UK Visual merchandiser/stylist

Turnbull & Asser | Nov 2019 - Mar 2022

- Promotion to Stylist E-commerce and Campaign shoots 2021
- Being asked to join the company after freelancing for them on a specific Holiday presentation, I have been involved in the re-imagining of the Turnbull and Asser Brand since the start.
- Regularly holding and involved in creative meetings on new products and campaigns.
- Responsible for the curation of the groups stores and showrooms bringing the brand forward but still being sympathetic to the brands heritage and patronage (HRH the Prince of Wales)
- The design and construction of events including visits to our Gloucester Factory buy HRH the Prince of Wales and Duchess of Cornwall for the company's efforts in helping the NHS in the COVID pandemic.
- Fixture, Display, Prop, POS and scenic design which includes new store re-fit design for the flagship store on Jermyn Street.
- Using KPI's and competitor standing to measure the success of window displays, internal and online presence, gaining online footfall with various displays and stories.
- Making budget and environmental decisions when designing window and internal areas using sustainability where possible.
- Digital and campaign stylist and art director working with a small crew to re-imagining our online offer, being responsible to the brand and bringing it forward. Using still life and model imagery



- **Freelance**

Paul Rye | Jul 2019 - Mar 2023

- **Regional visual merchandiser Laura Ashley**

Laura Ashley | Jan 2019 - Jul 2019

- **Prop Dresser**

Well street productions Ltd | Nov 2018 - Jan 2019

Prop Dresser for Netflix Production

- **Design Consultant**

Paul Rye | May 2003 - Mar 2023

Freelance design consultant-2003-present

For the past 12 years I have been involved in various projects including music promo and product styling, bar and retail design ,consulting on small store openings and fixture design interior design consultations and event implementations.

- **Creative Director/Founder**

Mad potter Garden Centre cafe and bar | May 2002 - Oct 2018

Whilst freelancing on various projects I had the opportunity to take over a quite dilapidated Garden centre and buildings attached. I had great success in transforming this in to a thriving business turning over around £270K per year.

I designed both businesses and gained recognition from the Royal Academy using my retail design in one of their internal publications to be used as part of a lesson plan.

I ran both businesses and employed around 6 staff providing on-going training with apprenticeships and professional certificates strengthening my offer and brand.

Budgeting was a huge part of a small business and the design and day to day budgets were handled solely by me, using local businesses and sourcing re-cycled and up-cycled materials was my focal point.

Marketing and promoting the businesses on various platforms constantly evolving with current trends and customer needs.

Organising events like the local Christmas fair and lights, designing the lighting for the town and the Santa's Grotto every year, this in turn created a turn over alone of around £4.5k.

- **senior visual merchandiser**

Liberty Ltd | Dec 1999 - May 2003

Whilst at Liberty I was responsible for men's and ladies fashion floors covering all aspects of day to day styling merchandising main fashion window displays also responsible for walk throughs with directors store layouts new store openings (Regent street refurb) also looked after satellite stores. Also setting out the window and store for the charity sale of Elton John and David Furnish clothing and photo shoots which included Christmas tree ideas for the Daily Mail.



- **senior field visual merchandiser**

Burberry | Jan 1998 - Dec 1999

I joined Burberry as a maternity cover for 6 months and was taken on full time as a senior visual merchandiser covering all stores in the group including scotch house at the time. Over seeing store visual staff and managers for the implementation of window presentations,merchandising edits and store openings. Also called upon to help with the store planning of the then new store Bond Street and the re-fit of the scotch house in Knightsbridge. Based at the head office on Haymarket I was part of the team who implemented press shows and photo shoots, prop allocation and store layouts.

- **In-store visual merchandiser**

Gap Inc./Gap | Jan 1996 - Dec 1998

As an in-store visual merchandiser I was responsible for the day to day visuals, windows, sales targeted layouts, and maintenance , I was also

called upon to help out at other stores and new store openings working with directives sent by America and working them into UK stores and walking directors through explaining our vision.

Education & Training

1989 - 1992 ● Kent institute of art and design Rochester Kent
HND,