

Marianne Dupont

Director of Visual Merchandising & Store Design

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

Italian (Basic)

German (Basic)

English (Fluent)

French (Native)

About

Multipotential Creative : Creative director, brand identity and global retail brand strategy.

15 years expertise of innovative visual merchandising and retail design, focused on customer experience. Business and KPI oriented. Design project leader from conception to roll out. Solid understanding of fabrication processes for furniture and cost optimization & adaptation.

Multiple activity sectors : Cosmetics, Skincare, Make-up, Fragrances, Luxury goods, Fashion Accessories, Leather goods and Luggages.

Multiple distribution channels: retail, wholesale, pop up stores, travel retail, dpt stores, perfumeries...

Management Skills : Master's degree in 2016. Team leader and player, inspirational, involved with watchful supervision and kindly communication. Performance, Budget and planning management.

Team management from 2 to 8 people. Team builder, structured and organised. Generous, open minded, proactive and enthusiastic.

Relational and Training abilities : Very competent and very popular trainer in visual merchandising

BRANDS WORKED WITH

Aubade Paris

Clarins

Clinique

@la Vache Noire / the VM Factory

Lipault Paris

@philippe Starck Design Studio

Experience



● Visual Merchandising & Store Design Manager

Aubade Paris | Feb 2021 - Now

Responsibilities: Conceive a strong VM identity for the brand through window scenography concepts & inside VM

Initiate & develop VM Door cluster to maximize Business ROI & KPI's : Develop & implement France & Export VM calendar & VM guidelines dedicated to store activation.

Conceive VM guidelines for event windows & pop up (Any tools development, any formats execution included)

Develop & implement a VM Training manual to establish the Aubade VM identity & increase the skills of the fields & boutique teams through dedicated coaching.

Initiate Store referencing tools (Full Price, Factory Outlet, Dpt Stores)

Roll out & optimize of the 2017 store concept (several stores refit) & optimize the 2006 store concept: Conceive a new clothes hanging rail to answer the new needs of the FW22 product offer.



● Visual Merchandising (VM) & Retail Design (RD) Director

Lipault Paris | Sep 2017 - Sep 2019

Responsibilities: Conceive the Global VM environment for Retail - Leather goods & luggage dedicated scenography & activation in window and in store.

Develop & implement European VM calendar & VM guidelines for Seasonal events in store activation

Train Marketing & VM instore teams across Europe

Open 9 stores in 6 months: Rationalize & optimize the 2017 retail concept. Coach retail managers for store

shell & furniture production follow up in Europe

Coach the European countries to make VM & SD evolve, according to the new Brand strategy (2019).

Conceive a new retail concept (2019) in adequation to the new Brand strategy and business mix in store.



● EMEA Retail Design & Visual Merchandising Creative Director

Clinique | Aug 2013 - Nov 2015

Responsibilities: Initiate Retail Merchandising Design for free standing stores through retail activation.
Initiate & develop VM Door cluster to maximize Business ROI & KPI's.
Business oriented, Increase retail marketing attractivity in all distribution channels
Create and guarantee the Trade Merchandising Catalogue
Educating, coaching the affiliates; coordinate & mutualize talents



- **International Merchandising Design Director**

Clarins | Jul 2010 - Apr 2013

Responsibilities: Conceive the Clarins Merchandising Identity.
Initiate & conceive Brand activation with operational marketing,
Initiate & conceive Brand consistency at global level (Dpt stores, Travel Retail, Perfumery, SkinSpa).
Conceive the strategic Sampling project.

- **Creative Director, Senior Designer, Business Relations Manager**

@la Vache Noire / the VM Factory | Mar 2000 - Jun 2010

Responsibilities: Position and think ahead on design strategies.
Full handle from inception & 3D renderings to production follow up.
References: Bourjois, Guerlain, Yves Rocher, Armani, Biotherm, L'Oréal Paris, Sephora, Jean-Paul Gaultier, Yves Saint Laurent, LF Beauty, Dr Pierre Ricaud, Issey Miyake, Veuve Clicquot, Pommery, Christofle.

- **Product Designer**

@philippe Starck Design Studio | Jan 1999 - Jan 2000

Responsibilities: Create a range of products for TARGET - US (home & personal goods)
Work out innovative concepts with Philippe Starck & Thierry Gauguin as Creative Director.

Education & Training

- 2016 - 2017 ● **Université de Cergy Pontoise**
master, management et pilotage de la performance
- 1992 - 1996 ● **ENSAD**
master, INDUSTRIAL DESIGN