



Aoife Keogh

Visual Merchandiser and Showroom Specialist.

Paris, France

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Links

[LinkedIn](#)

Languages

English (Native)

Dutch (Work Proficiency)

French (Basic)

About

With over a decade of experience in the industry my expertise spans the full spectrum of fashion, from styling to creative direction, visual merchandising to project management. I am a people person at heart, and thrive on the energy and positivity that comes from working with others. My diverse skillset allows me to see the big picture, and to bring even the most abstract visual concepts to life.

BRANDS WORKED WITH

BALENCIAGA

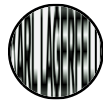
Calvin Klein

KARL LAGERFELD

Nike

Theorcl

Experience



● Visual Merchandising and Showroom Specialist(Freelance)

KARL LAGERFELD | Aug 2022 - Now

Executing seasonal showroom collections in Paris HQ with a focus on visual merchandising and styling.
Building visual merchandising guidelines across Apparel, Accessories and Footwear divisions.
Setting up special projects and in-store pop-ups, with a focus on visual merchandising and strategy.



● Campaign support (Freelance)

BALENCIAGA | Nov 2022 - Nov 2022

Ensuring campaign looks were complete.
Arranging deliveries of samples throughout Europe & USA.



● Visual Merchandising and Showroom Specialist (Freelance)

Calvin Klein | May 2021 - Aug 2022

Managing the EMEA seasonal showroom setups across all divisions.
Collaborating effectively with internal stakeholders from preparation to execution to ensure the seasonal vision is met.
Delivering exceptional showroom guidelines to the EMEA markets.
Coordinating seasonal guideline shoots and special capsules with a strong focus on keylooks. Providing exceptional vm guidelines for the EMEA markets, feedback per region after implementation.
Providing vm support to markets around special launches, ensuring brand identity and seasonal vision is met.
Approving vm reports and highlighting best practise.



● Visual Merchandising and Content Specialist (Freelance)

Calvin Klein | Oct 2020 - Apr 2021

Collaborating effectively with the Showroom Manager on seasonal EMEA Showroom setups, utilizing strong visual merchandising and project management skills to showcase seasonal collections.
Coordinating seasonal guideline shoots and special capsules with a strong focus on keylooks.
Producing compelling visual training content for the CK digital platform, utilizing strong visual merchandising and communication skills.
Presenting upcoming projects and strategies within seasonal launches to internal stakeholders and management with a focus on visual storytelling.



● Visual Merchandiser and Communications Specialist (Freelance)

Calvin Klein | Jan 2019 - Apr 2020

Collaborating with the Showroom Manager on seasonal EMEA Showroom setups.
Building seasonal guidelines that align with the brand aesthetic.

Responsible for internal communications, monthly market calls, newsletters and market feedback.



● **Head Stylist PVH Studios (Freelance)**

Calvin Klein | Nov 2017 - Jan 2019

Styling e-commerce looks based on the brand DNA across all divisions for key markets within EMEA region.

Working with the Studio Director and Photographers on seasonal campaigns, utilizing strong project management skills to bring the brand vision to life.

Managing an on-set team consisting of models, styling assistants, and makeup artists, showcasing excellent project management skills and a focus on visual storytelling.



● **Visual Merchandiser (Freelance)**

Nike | Aug 2016 - Oct 2017

Executing seasonal Showroom setups based on brand guidelines within the Benelux region, showcasing strong visual merchandising and styling skills.

Monitoring the visual merchandising and implementing seasonal changes as per guidelines within the Benelux region.

● **Head stylist**

Theorcl | Jun 2016 - Jul 2018

Concept development for editorials

Branding building

Support in creative direction

Styling photoshoots

Social media content

see less



● **Visual Merchandising and Showroom Specialist (Freelance)**

Calvin Klein | Aug 2022 - Now

Executing seasonal showroom collections in Amsterdam HQ with a focus on visual merchandising and styling.

Visual merchandising support around special launches within Paris region.