



Dimitri J. Naert

Retail Brand Experience, Emotive Storytelling for the Digital Era

📍 Hong Kong

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Languages

Dutch (Native)

English (Fluent)

French (Fluent)

German (Basic)

Spanish (Basic)

About

Retail Design for the Digital Era / Digital In-store Experience / Off-Line & On-Line Engagement / Visual Merchandising / Consumer Insight / Brand Re-design / Retail Strategy Development & Implementation / Retail Process Improvement / Cost & Quality Control ### A performance-driven, dynamic creative specialised in designing and implementing best-in class Brand Retail Identities & Customer Experiences for the Digital Era, across various Retail Formats; from conceptualisation to market deployment and post-opening optimisation. With decades of experience in both the EU and the Asia-Pacific region, China & India in particular. Gaining valuable insights on what engages shoppers both off-line & on-line, and how to apply this to build inter-active, customer-centric Retail Brand Identities which cater for the new Digital Era Consumer. Creating consumer connections through engaging visual merchandising & emotive storytelling, ensuring a strong link between both off-line & on-line experiences, in turn strengthening the Brand Identity which drives revenue, profit and market share. Achieving results by building loyal relationships across global, regional and local teams in culturally diverse matrix organisations and through dedicated agency & supplier management. Leading revitalisation and growth for both licensees and wholesalers in start up or turnaround retail situations.

BRANDS WORKED WITH

D'Light

D'S'gn

H&M

VF Corporation

Experience

● Creative Director

D'S'gn | Jul 2020 - Now

Tailoring services to the clients' needs, working in close collaboration with and sometimes as part of client organisations. Offering a range of design, consulting & training services covering (but not limited too) following fields:

- Brand Identity
- Retail Experiences, combining On & Off-line centred Consumer experiences (catering to the Digital Era Consumer)
- Retail & Exhibition Concepts
- In-store Fixtures & POS
- Store Layout Flow & Adjacencies
- Window & In-store Display
- In-store Visual Merchandising
- Visual Merchandising Guidelines
- Roll-out Process, Procedures & Tools'
- Hospitality Concepts
- Residential Interior Design & Styling
- Tender Briefing, Mood-board & Pitch delivery. Leading and managing against a dedicated budget and within a set timing!

● Senior Retail Brand Experience Manager TIMBERLAND, APAC

VF Corporation | Oct 2019 - Apr 2020

Leading the Regional Retail Marketing Organisation in positioning Timberland as a Purpose Driven, Outdoor Inspired, Digitally Connected, Lifestyle Brand at Timberland Retail Environment across the AP region. Bringing to life the Brand's Creative Vision for Regional Retail Marketing initiatives (in collaboration with the Global Marketing team) especially focusing on consistency and continuity with our digital marketing & brand presence, ensuring an off-line / on-line connection in our brick & mortar stores. Formulating, driving and implementing best-in-class retail brand experiences by leading the regional and local retail marketing teams (digital, store environment and visual merchandising), in partnership with external and internal stakeholders.

● Senior Project Manager Jeanswear, APAC

VF Corporation | Jan 2012 - Oct 2019

Led JSW/Jeans-wear Brand Retail Strategy conceptualisation and deployment covering Asia Pacific region incl. China & India, with total revenue of US\$ 280 million across 1900+ doors. Building strong, consistent Retail Brand identities across the region by developing contemporary on-brand store designs and retail formats, catering to existing and new brand categories. Especially focusing on the digital needs working closely with the Digital Marketing team, incorporating the impact on-line Brand experiences & purchasing has had on the Brick & Mortar landscape.

- **Project Manager Jeanswear, APAC**

VF Corporation | Jan 2009 - Dec 2011

Realized APAC Retail & VM re-launch of VF JSW Brands, increasing market share and brand equity for both Lee & Wrangler across Asia Pacific. Delivering roll-out processes, procedures and tools to increase productivity, quality and consistency across the region, through effective use of manpower and resources from both internal and external partners.

- **Retail & Visual Merchandising Manager Jeanswear, APAC**

VF Corporation | May 2007 - Dec 2008

Led regional APAC Retail and VM alignment with international directive, in-line with local market needs and business opportunities. by developing VM Programs and Store Layout implementations. Creating & establishing a consistent Visual Image & In-Store presentation, ensuring it is aligned with the Brand DNA, to support the retail growth plan in AP, China & HK.

- **Retail & Visual Merchandising Manager Jeanswear, EMEA**

VF Corporation | May 2001 - Apr 2007

Re-launched the EMEA JSW Brand Retail Image across EMEA by devising in-store Visual Merchandising strategies and developing competitive Retail concepts and Brand environments according to the brands DNA across all business channels. Established procedures & processes and provided tools & program, according the product structures and available resources. Organized and maintained a consistent and contemporary retail culture across Europe by delivering training and mentoring sessions.

- **Visual Merchandising Manager Sportswear, Benelux**

D'Light | Jul 1997 - Apr 2001

Devised Visual Merchandising strategies strengthening the in-store brand experience, increasing sales across all business channels. Increased Brand awareness by creating VM tools, leading training and sales-mentoring sessions for all retail partners resulting in a consistent & stronger Brand identity across the region.



- **Visual Merchandising Manager**

H&M | May 1993 - Jun 1997

Led and maintained a consistent VM in-store culture by organizing training sessions to my peers and in-store sales staff, ensuring a consistent H&M image. Delivered VM product strategies in-line with weekly deliveries, product stories and sales analytics, to increase productivity. Implemented the VM practices meeting deadlines and financial goals, in a fast-paced, rapidly changing and cultural-diverse environment.

Education & Training

1988 - 1989

- **Fashion School Bruges**

Higher Diploma, Bachelor's degree, Fashion/Apparel Design

1987 - 1987

- **Royal Institute for Higher Secondary Education Antwerp**

Higher Diploma, Bachelor of Arts

1985 - 1986 ● **Royal Atheneum I, Bruges**

Diploma, College, Art/Art Studies, General