



# Sandra Goncalves

Director of Visual Merchandising

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Fluent)

Italian (Work Proficiency)

## About

Director of Visual Merchandising

### BRANDS WORKED WITH

Dolce & Gabbana

Hermès

## Experience



### ● Director of Visual Merchandising

Dolce & Gabbana | Jan 2022 - Now

Lead and direct visual merchandising operations for Dolce Gabbana across Retail, Wholesale, and Outlet departments in North America.

Manage a portfolio of 178 locations and supervise regional VM teams.

Implement global merchandising strategies through visual merchandising techniques to elevate the brand's presence.

Collaborate with the merchandising team and retail management to develop effective VM strategies, and drive brand image development by ensuring consistent visual representation across all product lines.

Oversee store openings, special events, and in-store activities to maximize customer engagement.

Establish and maintain a high profile couture showroom setup.



### ● Manager of Visual Merchandising

Dolce & Gabbana | Jan 2019 - Jan 2022

Managed visual merchandising operations for Dolce Gabbana in the UK, focusing on London.

Oversaw VM activities for Woman, Man, Kids, Accessories, leather goods, Ready to Wear, and Jewellery lines.

Supervised the VM team, providing guidance and support to optimize performance.

Played a key role in brand image development, ensuring consistent visual standards across all locations.

Successfully executed visual merchandising strategies to enhance customer experience and drive sales.

Maintained the permanent couture showroom to showcase the brand's luxury offerings.



### ● Visual Merchandiser

Dolce & Gabbana | Jan 2014 - Jan 2019

Executed visual merchandising initiatives for Dolce Gabbana across France, Holland, and Benelux.

Managed VM activities for Woman, Man, Kids, Accessories, leather goods, Ready to Wear, and Jewellery lines.

Oversaw 24 locations, ensuring visual consistency and brand representation.

Led the setup of retail spaces and couture events to create captivating shopping experiences. Played an integral role in promoting the brand's image and product offerings.



### ● VM in-store Sales Assistant

Dolce & Gabbana | Jan 2010 - Jan 2014

Saint Tropez

Assisted with visual merchandising and sales activities at a Dolce Gabbana store in Saint Tropez.

Contributed to maintaining store aesthetics and ensuring merchandise displays aligned with brand guidelines. Assisted customers with product inquiries and facilitated sales to enhance the shopping experience.



### ● Sales Assistant

Hermès | Jan 2008 - Jan 2010

Aix en Provence

Provided exceptional customer service and sales support at a Hermes store in Aix en Provence.

Assisted customers in finding the right products and conveyed product features and benefits.