



# Ramzy Jaffan

Art Director & illustrator

Rome, Metropolitan City of Rome Capital, Italy

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## Links

[LinkedIn](#)

## Languages

- English
- Arabic
- French

## About

Talented and passionate about the luxury fashion and desing world, with a successful career history in sales, a vast knowledge of brands and products. Higly energetic, oriented on maximizing the customer experience by a very refine sense of their needs with interpersonal and communication as definite strengths. Ability to col-laborate on creative vision, to develop lines in accordance to trends and brands spirit. Multi-cultural influences and flexibility making my approach to every brand and customer unique.

### BRANDS WORKED WITH

- All Fatima Group
- Cecilia de Fano
- Claude Montana
- Concept Store "le 66"
- Freego
- "If" Boutique
- Jill Sander
- L'Éclaireur
- "Piaf" Boutique
- Stephane Verdino

## Experience

- **Visual Merchandiser/Buyer/Staff Trainer/Fashion illus-trator**  
| Sep 2018 -
- **Visual Merchandiser/Buyer/Staf Trainer/Fashion illus-trator**  
All Fatima Group | Sep 2018 - Mar 2020
- **Fashion Cinsultant/Stylist/Visual**  
| Dec 2017 -
- **Director of Sales & Art Director**  
| Oct 2016 -
- **Director of Sales**  
Concept Store "le 66" | Jan 2016 - Jan 2017  
Staf Manager in charge of a sales team of 18 staf for both Branches of the store; in charge of staf recruitment, their training program on the diferent brands and products, schedules, etc.  
In charge of the development strategy for the store through orga-nization of the display of designer items, visual merchandising, events organization, customer satisfaction review.  
Preparing the monthly sales reporting.
- **Styliste**  
| Dec 2014 -
- **Fashion Designer**  
Cecilia de Fano | Jan 2013 - Jan 2016  
  
Creation and design of all the Private Collections for the higt end fashion store "Cecilia De Fano". Designed and coordinated special on-site events. Organization of the private sales for the brand.
- **Store Manager**  
"Piaf" Boutique | Jan 2012 - Jan 2013  
  
Managed a team of 15 people in charge of the sales. In charge of the trainings of the staf on the diferent brands, with detailed explanation of the designers. In charge of the boutique's image: showcasing of items,

advertisements in the press and social media, reviewing of the website organization. In charge of VIP customers.

Part of the decision making process with the CEO for the purchase of new collections.

- **Director of Sales**

"If" Boutique | Jan 2011 - Jan 2012

Showcasing the collections. Training of the staff on the designers, and the collections. In charge of VIP customers. In charge of defining what will be the future trend in order for the purchasing department to look for designers.

- **Responsable présence visuel**

| 2010 -

- **Luxury Boutique Director**

Stephane Verdino | Jan 2009 - Jan 2011

Developed and maintained content in store official website. Selection of each collection: designers, fashion lines. Budgeting in collaboration with the purchasing team on a semester basis. Trend analysis for each line. In charge of finding new brands, responsible of the negotiating and purchasing as well as pricing the items once in-store. Showcasing collections.

- **Responsable de Boutique et de la communication**

| Jun 2007 -

- **Artistic Director**

Freego | Jan 2006 - Jan 2009

House of Premium cashmere. Coordination of the artistic guidance of the collections. Sales person for the International clientele. Organization and coordination of collaboration with designers for the different collections: Vlas Blomme/E.R. Balint/Henry Cuir/ Bess Nielsen/Maria Rudmann/Casey Vidalenc.

- **Psychoanalyst/ Art therapist**

| May 2004 -

- **Responsable ventes**

| Dec 2004 -

- **Sales Director**

L'Éclaireur | Jan 2000 - Jan 2006

In charge of inventories, suggestion to the management additional products. Offering in store financing options. Selection of collections during Paris Fashion Week to be showcase in the store. Designing and overseeing the realization of the shop display. In charge of the VIP customer relation. In charge of the Arab Gulf clientele.

- **Styliste mode**

| Jul 1993 -

Stylite / Visual Merchandising / Translator .

- **Fashion Designer**

Jill Sander | Jan 1993 - Jan 2000

Head Designer for ready-to-wear lines. Managing a team of three designers: giving orientation to the spirit of the collection, selecting models and fabrics. Selection of the Paris shop's collections following Milan Fashion Week.

In charge of sales for premium Middle eastern customers (Saudi Arabia, Qatar, United Arab Emirates).

- **Styliste de mode / Responsable de Boutique.**

| Sep 1989 -

- **Fashion Designer**

Claude Montana | Jan 1989 - Jan 1993

Fashion Designer of ready-to-wear clothing and accessories for Women. Part of a team of 4 designers: 4 collections (two of fall/winter, one of spring/summer and one of "La croisière"). Part of the Haute couture team of designers within Claude Montana's team for LANVIN.