



Hans Bernie Djourou

Visual Merchandising Manager

Paris, France

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Languages

French (Native)

English (Fluent)

Dutch (Basic)

About

13 years of international expertise in Visual merchandising and Brand identity for Top luxury companies across multiple product categories (Fashion, Leather Goods, Watches&Jewelry, Perfumes...). Strategic, business oriented, team player, high sense of detail.

BRANDS WORKED WITH

CHANEL

Dolce & Gabbana S.R.L.

Giorgio Armani

Louis Vuitton

ONG Espace&Confiance

Experience

● Visual Merchandising Manager France/Benelux - Emporio Armani

Giorgio Armani | Dec 2022 - Now

Managing a team of 5 VM | 7 stores + 12 corners

- Manage the VM team for the France/Benelux markets, reporting to the Europe VM Manager
- Ensure VM execution is dynamic, tailored, and effective, for all stores within the region
- Manage the cross-functional communication for my markets, including key relationships with stakeholders from Retail, Merchandising and Marketing
- Lead the VM training for the region, including training for VM Ambassadors, as well as wider store training including VM Guidelines, new starter inductions, and VM principles
- Lead the execution of product launches and window installations for the region, in line with the seasonal creative schemes, global VM guidelines, regional buying and market direction
- Support with project management for the region, end to end, including pop ups, events, press days, and out of store activations
- Collaborate with merchandising for seasonal planning including rotation strategies and rebalances.
- Demonstrate a clear understanding of business needs for the region, and deliver clear and strategic solutions
- Ensure stores are being rotated bi-weekly, and that the VM actions are reflective of the local needs including specific client groups, time of year, and product focuses
- Ensure the VM strategy is adapted per store and location, while delivering one overall message and ensuring consistency in brand image

Voir moins

● Community Volunteer

ONG Espace&Confiance | Sep 2020 - Sep 2022

- Organization of meetings in colleges and high schools, the objective was to deconstruct the stereotypes that conducts to LGBTIphobia at schools
- Development of PREP awareness campaign with web players (Facebook and Google)
- Creation of PREP awareness campaign on LGBTQ dating apps
- Responsible for LGBTQ teenagers specific support by providing them with key informations, testimonials, definitions, cultural resources, etc. This commission responds to young people who submit their testimonies and possibly offers them personalized follow-up

Voir moins



● Visual Merchandising Manager U.K

Dolce & Gabbana S.R.L. | Sep 2018 - Aug 2020

Managed a team of 3 VM | 5 stores, 5 corners + 1 couture showroom

- Manage the VM execution for the UK, reporting to the Europe VM Manager based in Milan
- Manage the cross-functional communication including key relationships with Retail and Buying
- Lead the VM training for the region, including training for VM Ambassadors
- Support with project management for the region, including pop ups, events and out of store activations
- Share project updates with key stakeholders within the market
- Collaborate with merchandising for seasonal planning including rotation strategies and rebalances.
- Ensure VM execution is dynamic, tailored, and effective, for all stores within the region
- Ensure stores are being rotated bi-weekly, and that the VM actions are reflective of the local needs
- Ensure the VM strategy is adapted per store and location, while delivering one overall message
- Communicate all market actions and plans to the Europe VM Manager in a structured regular meeting
- Ensure the Europe and Global VM Managers, have a full 360 view of the market at all times
- Communicate VM strategy and planning to key stakeholders from Retail and Buying in a structured way
- Deliver new store openings for the region, project managing the set up process, end to end
- Lead the execution of product launches and window installations for the region, in line with the seasonal creative schemes, global VM guidelines, regional buying and market direction

Voir moins



● Visual Merchandiser (France, Monaco, Holland and Luxembourg)

Dolce & Gabbana S.R.L. | Feb 2014 - Sep 2018

- Reporting to VM Manager and supporting the visual merchandising & retail team to drive key business
- Support/deliver store openings & offer VM support & store visits on a regular basis
- Support with the VM communication & implementation at store level, reflective of business needs
- Delivery of VM training & supporting in-store VM training initiatives.
- Working closely with Retail Operations & Marketing Departments
- Provide hands-on support for all VM activities as required (dedicated window launches, events & product launches) for Full Price stores
- Lead and motivate store teams to complete VM directives to given timelines & give constructive feedback through VM reports to reflect local market & business needs

Voir moins



● In Store Visual Merchandiser. Paris.

CHANEL | Jan 2014 - Feb 2014

- Oversee VM Operations to ensure stock is organized, maintained and updated with the new arrivals
- Manage all window installations according to Image Departments guidelines
- Style mannequins and implement floor sets creating cohesive, exciting fashion stories
- Collaborate with Image on the design and production of all window and interior related décors
- Work in conjunction with Image Department to ensure all elements of new initiatives are executed
- Assist in the planning and execution of Boutique Special Events
- Assist in the coordination, planning and facilitation of Boutique openings and renovations as needed
- Keep all display materials, mannequins and organized in the designated storage area
- Update digital photo files for VM maintenance purposes as changes are made to windows and interior displays

[Voir moins](#)



● In Store Visual Merchandiser. Paris.

Louis Vuitton | Sep 2011 - Sep 2013

- Plan, prepare and implement regular store zoning and rotations in consultation with Store Management
- Preparation in the back of house, location changes in database and installation
- Share qualitative and photographic feedback, after each rotation with the Country Visual Merchandiser
- Visit competitors and report best practices
- Master knowledge of all product categories
- Acting as a proactive force in developing the business, leveraging visual merchandising to drive sales
- Interact with the Team Manager to make sure key products are selected and well displayed
- Collaborate with the store on business events (sales trends, new launches, new collections)
- Implement the store zonings for each product category in close collaboration with Expert Advisors
- Propose alternative products in case of product shortage and validate the zoning with the management
- Implement visual merchandising concepts for events in store
- Check store maintenance and environment to maintain luxury retail standards
- Manage the reordering of props, lighting and visual merchandising tools where necessary
- Ensure products are displayed according to Louis Vuitton standards and current guidelines

[Voir moins](#)

Education & Training

2011 - 2013 ● ISIPCA-LA FABRIQUE

Bachelor, Visual Merchandising & Scenography