



Anne Dupaquier

VISUEL MERCHANDISER

Paris, France

[View profile on Dweet](#)

Languages

Italian (Basic)

Spanish (Basic)

English (Fluent)

About

International visual merchandiser manager with more than 19 years of experience in luxury & premium brands.

BRANDS WORKED WITH

American Retro

BALENCIAGA

ICICLE

LANVIN

Patrizia Pepe

Sonia Rykiel

Balenciaga SA

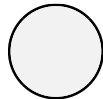
Experience



● GLOBAL SENIOR VISUAL MERCHANDISER

BALENCIAGA | Oct 2018 - Oct 2022

- VM guidelines strategy and production on all categories
- §Worldwide visits (VM instore + VM training + test for each market)
- §VM Floor plans for openings
- §Stores reports corrections
- §Organisation of VM training
- §Showroom coordination and set up
- §Coordination between merchandising, buyers & retail before launch
- §Expert in leather good in coordination with collection merch & merchandising team



● SENIOR VISUEL MERCHANDISER FOR PARIS LINE

ICICLE | Jan 2017 - Aug 2018

- Store display implementation and maintenens
- §Guide and implementation of Windows (follow a budget,find the supplier until the set up)
- §Display training
- §Assisting in Look book shooting
- §Sales meeting set up and preparation of catwalk show
- §VM guideline seasonal and weekly report



● VISUEL MERCHANDISER ITINERANT

Sonia Rykiel | Jan 2011 - Dec 2016

- VM in all the shops in Paris and Europe (24 shops)
- §Merchandising book
- §Analysis and reporting after visiting the shops
- §Showrooms set up and press days presentation
- §Training VM to sales team
- §Competitive intelligence



● VISUAL MERCHANDISER

American Retro | May 2008 - Aug 2010



● VISUAL MERCHANDISER

Patrizia Pepe | Jan 2007 - Jan 2007



● WINDOW DRESSER

LANVIN | Sep 2004 - Sep 2006



● VM MANAGER EMEA

Balenciaga SA | Oct 2022 - Aug 2023