



# Stéphane Perrin

Group Store Design and Store Planning Director chez Balmain

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Work Proficiency)

Spanish (Work Proficiency)

French (Native)

## About

Architect-Designer  
Creative Retails design Luxe since 1998  
Concept design  
Architecture  
Store planning  
Scenography  
Visual merchandising and pieces of Furniture Design  
Piece of Art and rare Vintage Design pieces of furniture sourcing/purchasing

@ ISABEL MARANT

Director of Architecture, Design and Store Planning  
Store Planning ww  
Architecture development  
Design and concept creation  
Team management

@ CHLOÉ

And. SEE BY CHLOÉ  
Head of architecture Concept, Design and Development

Retail Concept Design and retail brand image development  
Retail Creative development in collaboration with art Director and Studio  
New Chloé headquarter « Chloé Maison » design (2600 m2 in paris 8em )  
Store Planning - budget 30million/ year  
Art buying  
Lighting design  
Seats design  
Vintages design piece of furniture sourcing and buying  
Temp-store design  
Visual Merchandising pieces of Furniture Design  
Retail network image development  
Material and furniture Sourcing  
Team management

@ THE KOOPLES

head of international retail architecture  
Architecture Retail and store planing development  
Team management

@ DIPTYQUE

international retail architecture, merchandising and trade marketing manager  
store planning for the new store design concept  
events setting, windows display and pop up store design

@L'OREAL Luxe

BIO THERM  
retail design manager - international merchandising

@ le boudoir ETERNAME

conception for a fine jewelry show room

@ CANZI biocosmétique

brand image conception for CANZI bio-cosmétique

@ CHRISTIAN DIOR COUTURE

word wide accessories architecture and design project manager  
Concept development for  
Dior Accessories and costume Jewellery  
Dior Lingerie  
Baby Dior  
Dior Homme accessories

@ THIERRY MUGLER PARFUMS ET ACCESSORIES

project manager / design for flagships and multi-accessories point of sale

FREELANCE

Giorgio Armani Parfums

Helena Rubinstein

CHANEL parfum

pop design

Seats design

Architectural office Couvert / Terver

Atelier d'Architecture Brenac / Gonzales

architect

BRANDS WORKED WITH

Balmain

Chloé

Christian Dior Couture

diptyque Paris

Isabel Marant

L'Oréal

## Experience



### ● Store Design and Store Planning Director

Balmain | Jul 2021 - Now



### ● Directeur Architecture, Design et Store Planning

Isabel Marant | Oct 2019 - May 2021



### ● Head of architecture concept, design and development

Chloé | Dec 2016 - Oct 2019

- Chloé retail architecture - new concept and design creation (direct report to Art Director and CEO) and development and store planning
- New Chloé Maison Prestige Design and project development (2600m2 in Paris. 75008)
- Store planning and roll out worldwide / Budget 30Million /year
- "Beautyfull Chloé" headquarters Design
- New supplier sourcing, prototyping, negotiation (Asia, Midle east, Europe, Americas)
- Design and Furniture Development
- Art pieces and vintage fouritures buying and sourcing, and Arty Collaboration

Voir moins



### ● International Architecture and Store Planning Manager Chloé and See by Chloé

Chloé | May 2014 - Dec 2016

- Architecture direction and store planning management (60 projet/30 million / year) Chloé and See By Chloé
- See by Chloé- new Concept / New Branding design and development
- Chloé Licencies Line design and development: Chloé Kids, Chloé Fragrances (with Coty), Chloé Eye wear



### ● International Architecture ans Store Planning Project Manger

Chloé | Jun 2011 - May 2014

- Architecture management
- Project design and concept development (60 projects per year)
- Store planning world wide 30million / year (Europe, Midle East, Americas, Japan, Great China, Asia Pacific, Travel Retail)
- Flagship shops development (Shanghai, Nez York, Tokyo, Hong Kong, Dubai, Paris, London, Milano...)



- **Trade Marketing, Visual Merchandising, Architecture and Store Planning Manager**

diptyque Paris | Jan 2009 - Dec 2010



- **retail design manager - international merchandising**

L'Oréal | Jan 2007 - Dec 2009

new Biotherm's design conception and implementation

- **Arcitect designer - retail concept**

Christian Dior Couture | Jun 2002 - May 2007

Dior Homme

Shop in shop retail design development

Baby Dior

new Baby Dior's boutiques design and development

Dior Fashion Jewelry

new Dior bar concept for Fashion Jewellery and scarves boutiques design and development

Dior Lingerie

new Dior Lingerie boutiques design conception And development

Dior Watches

new watches boutiques design conception and implementation -

Dior Fine Jewellery

furniture concetion for Dior Joaillerie

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Dior eyweare

new sunglasses corner design conception

Dior Leather Good, Footwear, and Ready to Wear

leather goods and ready to wear's furniture and corner design an development

Voir moins

## Education & Training

- **Penninghen**

Master d'architecture,

- **Université Paris 2 Panthéon-Assas**

Diplôme d'études universitaires générales (DEUG),