



# Mourad Aouinet

HEAD OF IMAGE & CONCEPTION 360°

Paris, France

[Portfolio file](#)

[View profile on Dweet](#)

## Languages

Arabic

French

English

## About

With more than 20 years' experience as an image and style development consultant, my leadership and motivation are driven by a desire to deliver a creative, premium and desirable performance to audiences.

I am involved in style supervision for fashion, photography, art techniques, shows and special events.

### BRANDS WORKED WITH

Ralph Lauren

## Experience

### ● Head of Brand Image

| Mar 2023 - Now

MANAGING LUXURY DESIGN PROJECTS

- Product Design, Conceptor and Creative leader image
- Art Design scenographer and team leader
- Creating new brand design, new concept based on the customer brief
- Producing and creating mood boards, inspiration concept boards, design produc



### ● SHOWROOM MANAGER DESIGN INTERNATIONAL PROJECTS

Ralph Lauren | May 2006 - Mar 2022

SHOWROOM MANAGER DESIGN INTERNATIONAL PROJECTS

- Managing digital and Global Showrooms 60/y
- Coordinating 20 Press and Marketing Events/y, with a turnover exceeding € 150 Million
- Managing 3 departements, merchandising, operation, hospitality (managing 20 persons)
- Producing and design art direction and scenography for event, advertising, design project
- Creating design experiences, and fashion shows, managing the supplier to create the final product

## Education & Training

2023

### ● France, Intuit.Lab School

Master2 : Art Director,

2005

### ● GRETA de la Mode

Fashion Coordinator/,