



Hervé Lavenant

Head of Visual Merchandising
/Global Head of Visual Merchandising

Paris, France

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Languages

French (Native)

English (Fluent)

About

I have been working in the world of retail and luxury for more than 15 years with Visual Merchandising as my guiding principle. Within different brands, international Houses such as HUGO BOSS, JM WESTON or DELVAUX, I strengthen the image, the customer experience in retail. I create, develop and implement product presentation concepts. My role is to develop and deploy a global VM strategy that I implement in physical stores and digital.

Collaborating with several internal functions as well as with external service providers on projects with very high global visibility reveals my ability to manage international cross-functional projects. In particular, I managed all the VM actions concerning the renovation and the worldwide launch of the new HUGO BOSS concept store on its flagship Champs Élysées Paris. Managing teams of 4 to 8 creative, graphic and operational people allows me to build, adapt and deploy in an optimal way the artistic and commercial strategy of a House.

I have worked on brands whose identity and age were very different. I have developed Visual Merchandising concepts on 3 linear meters in Duty Free as well as on 2000m² surfaces for some flagships stores. I am proud to have contributed to the launch of the e-commerce site of the Delvaux House whose creation goes back to 1829. Until then, it had never been expressed in any other way than in stores.

I exercise my skills both within the subsidiaries of these global Houses and in their international headquarters. I develop projects in close collaboration with the subsidiaries of these companies in Asia, Europe and America. They gave me the opportunity to adapt the global Visual Merchandising strategy to local issues.

BRANDS WORKED WITH

Delvaux-Leather Goods

Hugo Boss-Fashion, Accessories

Hugo Boss France

J.M. Weston-Shoes and Accessories

Marithe&francois Girbaud, G-Star

Ralph Lauren-Marithé François Girbaud-G Star

Rtwmen Hermes, Ralph Lauren

Experience

● Head of Visual Merchandising

Delvaux-Leather Goods | Jan 2020 - May 2022

My role is to lead a team of 4 collaborators in order to design and deploy the visual identity for the Maison's global network. 53 stores : Europe, APAC, Japon and US. Define and make creative briefs. Develop VM presentation concepts and tools. Support the digitalization of the house : brand content e-shop.

● Head of Visual Merchandising

J.M. Weston-Shoes and Accessories | Jan 2014 - Jan 2020

My mission is to define and implement the visual merchandising policy for the global network. 39 stores : Europe, China, Japan and US. Creation of the Bible Merchandising. Deployment of the VM strategy: retail design, window , pop-up. Sound design conception.

● Head of Visual Merchandising France

Hugo Boss-Fashion, Accessories | Jan 2005 - Jan 2014

My objective is to lead a team of 8 people to adapt and implement HUGO BOSS AG's strategy for the French market. 116 POS retail and 15 POS wholesale. Creation of the VM department : structure, recruitment. Management of transversal projects: windows, pop-up, launches, openings.

Training conception and implementation: content, presentation. KPI's management : VM action according to commercial performance.

- **Visual Merchandiser**

Hugo Boss France | Jul 1998 - Jan 2005

-Shopwindows/Eventmerchandising
-Collectionpresentationto sales team

- **Assistant store manager**

Marithe&francois Girbaud, G-Star | Jan 1996 - Jan 1998

- **Store Manager Assistant**

Ralph Lauren-Marithé François Girbaud-G Star | Jan 1996 - Jan 1998

Sales, visual merchandising, team management.

- **SalesAssociate**

Rtwmen Hermes, Ralph Lauren | Jan 1995 - Jan 1996

Education & Training

2009 - 2009

- **Institut Français de la Mode**

Visual Merchandising continuing education, Visual Merchandising

2007 - 2007

- **Lookadoc**

Management training certification, Management

2002 - 2002

- **G.Pompidou museum**

Art History continuing education, Art History

1992 - 1995

- **University François Rabelais**

Bachelor of English,Communication & Media, English Communication & Media