



Dieter Gall

Head of Design and Image |
Visual Merchandising | Retail
Design | Multi-channel brand
experience | Digital

📍 Paris, France

✅ Dieter is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time
work

Employment: Permanent Positions, Free-
lance Assignments

Skills

Art Direction (Advanced)

Graphic Design (Advanced)

Digital Designs (Advanced)

Retail Design (Advanced)

Brand Activation (Advanced)

Visual Communication (Advanced)

Innovation Development (Advanced)

Languages

English (Fluent)

German (Native)

French (Fluent)

About

Strong professional experience in marketing, brand image valorization and international project management; trilingual: English, French, German

BRANDS WORKED WITH

Estée Lauder

Euro Rscg, Havas Group

Glenmorangie

Hakuhodo

Hennessy

Experience



● Visual Merchandising & Store Design Manager EMEA

Estée Lauder | May 2017 - Nov 2022

Estée Lauder Companies Europe - Aramis & Designer Fragrances (Tommy Hilfiger, Michael Kors, Ermenegildo Zegna, DKNY...), Labseries

- Definition and implementation of the Visual Merchandising and Store Design strategy across 20 countries and 10 000 point of sales, creation and respect of merchandising guidelines, launch books 360...
- Guardian of the brand identities and the omni-channel brand experiences; in-store & digital activations
- Development of locally relevant creative concepts and designs (visual merchandising, windows, podiums, scenography, on-shelf, digital...)
- Creation of point of sale material for each launch; improve sustainability credentials of regional productions by using recyclable materials, FSC certified cardboards, etc..., prototype and press proof validation

Results:

- In 2021, the 2 priority brands Michael Kors and Tommy Hilfiger grew stronger than the Prestige Fragrance Market despite several Covid lockdowns in most of the EMEA markets
- Thanks to choiceful investments, digital strategy and synchronization of the activations between retail and digital, a strong sales acceleration in retail was achieved for Michael Kors +12% and Tommy Hilfiger +15%



● Global Senior Merchandising Manager

Hennessy | Jan 2015 - Dec 2016

Manager of the Visual Identity of the Hennessy Masterbrand and Super Premium cognacs in retail and digital

- Define the Global Hennessy retail model: segmentation, recommendation and create guidelines for the international roll-out across all sales channels (Asia, US/Latamec, Europe)
- Create and develop design platforms and guidelines for the international launches of VSOP, Classivm, etc... in collaboration with retail and digital design agencies
- POSM and new product development, on and off-trade

Results:

- In 2015, implementation of more than 1500 displays (wallbays, gondolas), more than 50 pop-up stores and 50 showrooms
- In 2016, +10% business growth in one year worldwide: focus markets USA and China with strong momentum in the USA



● Global Creative Services Manager

Glenmorangie | Feb 2012 - Dec 2014

Manager of the Visual Identity of Glenmorangie and Ardbeg Single Malt Whiskies covering design, photography, film, visual merchandising, POSM... in retail and digital

- Refine Brand DNA and Brand codes, create global Brand guidelines and manage the renewal of the Brand Visual Identity worldwide
- Creative leadership and development of the visual identity of both brands; conception and production of visual merchandising prototypes and show pieces
- Create and deliver distinctive Visual Merchandising & Store designs:

drive design agencies and suppliers in a multicultural environment
•New product development: concept, prototype, packaging design....

Results:

-Both brands continued to grow strongly worldwide: + 16% business growth in 2014 (vs 2013)
-A greater creative cohesion and a more distinctive brand image were achieved globally through the renewal of their Brand Visual identities

● Art Director Freelance

| Dec 2009 - Jan 2012

Strategic brand development and creative transformation. Multi-cultural branding

•New Brand Development: creation and launch of a premium fashion accessory brand John Kay Biella. Selective distribution in Japan, USA and South Africa through the internet



● Creative strategist, Art Director

Hakuhodo | Jul 2000 - Nov 2009

Creation of brand strategies, identities and brand communications, on and off-line in luxury, beauty & fragrances, wines & spirits, cars... on and off-line

•In 2006 and 2007 I handled a production budget of approximatively 2 M€ (photos and film shootings) Clients: Honda, Samalens, Essilor, Sharp, Castel Wines, Serge Lutens, L'Oréal Luxe...

Distinctions: 3 selections of the "Club des Directeurs Artistique" in France

Results :

+25% de business growth for Hakuhodo France between 2005 and 2008,
+30% of Honda Auto sales in 2007,
+44% of business growth of the Castel brand in 1 year (4 500 000 bottles sold in 2008)

● Art Director

Euro Rscg, Havas Group | Jan 1994 - Jun 2000

Creation and realization of integrated advertising campaigns in luxury, beauty & fragrances, fashion, watches & jewelry, fashion, wines & spirits, cars... on and off-line

•Direction of the production and post-production (print, film, photo, web, 3D, catalogues) Clients: Citroën, Microsoft, Sauter, Dior, Céline, Audemars Piguet, Hennessy...

Education & Training

2012 - 2012

● LVMH House President's Forum

Successfully passed, The Art of Luxury Branding Plus

2008 - 2009

● ESSEC Business School

Executive MBA, Fundamentals of Management and Luxury Brand Management

1990 - 1995

● Fachhochschule Augsburg

Diplom-Designer, Visual Communication Design - 4 years study with specialization in Graphic Design, Typography, Calligraphy, Advertising, Photography, Video