



Emilie Lavialle

Product Training Manager, content creator for training program and styling sessions for fashion brands.

Paris, France

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Links

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Languages

English (Work Proficiency)

About

These almost 20 years of career have led me to explore the creative marketing strategies of key departments at the heart of fashion houses.

Workshops & Studios - Guy Laroche and Givenchy

At the start of my career as a modeler for iconic houses such as Guy Laroche and Givenchy, I immersed myself in the creative world of the studios.

Visual Merchandiser - Chanel & Gant

At Chanel, I developed my taste for staging through ambitious and visionary projects as Visual Merchandiser for the iconic boutiques on rue Cambon in Paris as well as prestigious boutiques in London.

At Gant, I created the VM department with a vision and adaptation of the directives of the Swedish headquarters for more than 50 stores, franchises and corners in France.

Head of Ready-to-Wear and Accessories Training - Kenzo

Then, at Kenzo, I enriched my expertise by becoming responsible for the communication of creative storytelling and ambassador of customer discourse as training manager for the Ready-to-Wear and Accessories collections.

To share each of these exciting adventures while expressing my unwavering love for analysis and decryption, I created a unique project.

Don't hesitate to visit my Emilie_Lavialle Portfolio project, where I share images, words and music that intertwine, in addition to definitions and anecdotes from my experiences at the heart of these fantastic fashion houses.

Today, I am looking for a position where I could be autonomous, a force of proposal to build relevant and efficient products training modules, but also to support managers and teams in the field with all my expertise in 'Fashion' and 'Trends'.

BRANDS WORKED WITH

CHANEL

ERES - Groupe Chanel

GANT France

KENZO Mode

Mod'Art International Paris

Experience

● Streetwear Culture Consultant

Mod'Art International Paris | Jan 2019 - Now

'Streetwear', cours & workshops, 2eme année 'Bachelor Styliste' 'Sportswear', cours & workshops, 1er année 'Management de la mode' ' Visual Merchandising' Workshop & Paris store tour, International students 'Concepts innovants & nouveaux modes de consommations', consulting Groupe Mulliez

● Global Product Training Manager

KENZO Mode | Sep 2014 - Nov 2022

Manager du service 'Products Training' pour l'ensemble des marchés Europe & International. Création du catalogue des outils et formations produits PAP & Accessoires: Training books, Collection Trainings, E-Module & Gaming avec le programme Retail smarter 'YOOBIC'. Business oriented, suivie des sell-through et activation d'action plan.

● Visual Merchandiser Manager

GANT France | Feb 2010 - Aug 2014

Responsable de l'image de la marque sur son réseau de 30 boutiques en France, création des concepts vitrines et displays in-store, corners en grands magasins, et multimarques en France. Management d'une équipe de 3 visual merchandisers.

- **Responsable de l'identité visuelle**

ERES - Groupe Chanel | Sep 2007 - Apr 2008

Création des vitrines en collaboration avec la styliste et l'architecte Eres. Réalisation des Guidelines saisonnières des vitrines et des displays. Création de brief d'inspiration pour le nouveau mannequin « Eres » ainsi que pour les "P.O.S. matériels". Audit des boutiques parisiennes, analyse et évaluation des futurs axes d'améliorations. Management de 2 personnes une assistante et un merchandiser. Recommandations merchandising 'key looks' pendant les buying sessions.



- **Senior Visual Merchandiser**

CHANEL | Jun 2004 - Feb 2010

Au sein du service Image, principale coordinatrice merchandising pour les boutiques Parisienne ainsi que pour des événements en Europe. 2008/2009 Chanel UK, mission de détachement en interne Responsable Visual merchandising pour les boutiques de Londres, Manchester et Dublin.