



Aldo Fabian Bologna

Senior visual merchandiser

📍 Milan, Metropolitan City of Milan, Italy

✔ Aldo Fabian is **Available to work**

[Portfolio link](#)

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Freelance Assignments

Skills

Deliverance (Advanced)

Styling (Advanced)

Window Dressing (Advanced)

Visual Merchandising (Advanced)

Window Displays (Advanced)

KPI Reports (Advanced)

Visual Styling (Advanced)

Retail (Advanced)

Aesthetics (Advanced)

Brand Ambassadorship (Advanced)

Languages

Italian (Native)

English (Work Proficiency)

Spanish (Native)

French (Basic)

About

Experienced Visual Merchandising Manager with a demonstrated history of working in the luxury goods.

Skilled in Windows, in store and event set up; Visual Merchandising, KPI's Analysis, Styling, Team Coordination.

Business oriented, good timing management and problem solving. Brand ambassador and trainer.

Strong marketing professional with a Surveyor focused in Architectural design from Escuela Tecnica Industrial.

BRANDS WORKED WITH

Gianni Versace S.P.A.

Diesel Italia S.P.A.

Galliano - Ittierre S.P.A.

Dolce & Gabbana S.R.L.

Giorgio Armani S.R.L.

Experience

● Visual Merchandising Consultant

| Mar 2021 - Now

in Fashion and Design

- In store and windows set up.
- Showroom set up: collection presentations and special events.
- Vm tools and display materials research, suppliers and budget's management.

● Gianni Versace S.P.A. | Jun 2016 - Feb 2021

following responsibilities:

- In store and windows set up.
- Growing of the 8% ST vs LY (2019-2020/2020-2021) by the customization of the in store and windows displays and KPI's analysis with commercial monitoring of the areas by square meter.
- New store openings: set up, vm tools, store staff training.

● Visual Merchandising Manager Retail

Diesel Italia S.P.A. | May 2011 - Jun 2016

and Wholesale Italia with the following responsibilities:

- In store in windows set up.
- Improvement of the sales by KPI's analysis and monitoring of commerciality/square meters of the displays.
- Coordination of new store opening: vm tool's management, set up, training.
- Showroom, special events, press day presentation set up.

● Global Visual Manager

Galliano - Ittierre S.P.A. | Mar 2009 - May 2011

following responsibilities:

- In store and windows set up.
- New store opening coordination.
- Training and coaching of the store staff.
- Coordination of seasonal catalogues set up.
- Showroom set up.
- Coordination of special event: press, shows.

● Senior Visual Merchandising

Dolce & Gabbana S.R.L. | Jan 2004 - Mar 2009

following responsibilities:

- Visual merchandising for franchisee stores: Europe (Paris, Barcelona, Madrid, Amsterdam, Lisbon), East Europe (Moscow, San Pietersburg), Middle East (Dubai, Bahrain), Far East (Korea, Taiwan, Singapore, China, Japan), other: Sao Paolo.
- Training and coaching of the team.



- Window and in store set up.
- Creation of the visual guidelines.
- Coordination of new store openings.
- Coordination of shooting set up for catalogues and advertising books.
- Events set up management: Press day, In store events

- **in store visual merchandiser**

Giorgio Armani S.R.L. | Jan 2001 - Jan 2004

responsibilities:

- Window and in store set up .
- Coordination of the new store openings, (Riyadh-Saudi Arabia, Zurich Switzerland).
- Coordination of shooting set up for catalogues and advertising books, Armani Casa, via Manzoni, Milano.