



# Aldo Fabian Bologna

Senior visual merchandiser

📍 Milan, Metropolitan City of Milan, Italy

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## Languages

Italian (Native)

English (Work Proficiency)

Spanish (Native)

French (Basic)

English (Work Proficiency)

## 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

Diesel Italia S.P.A.

Dolce & Gabbana S.R.L.

Galliano - Ittierre S.P.A.

Gianni Versace S.P.A.

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.