



Willem Jan Bremer

Visual Merchandising Consultant

Amsterdam, Netherlands

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Links

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Languages

Dutch (Fluent)

English (Fluent)

Spanish (Native)

About

Highly skilled Visual Merchandiser and Window Dresser with more than 15 years of experience in fashion retail, having worked for fast fashion, premium and luxury brands both in Europe and LATAM. Taking over manager and coordinator positions, his focus is elevating brands aesthetic, developing creative concepts to strengthen the brand's image and reinforcing it's positioning within the market to drive sales.

BRANDS WORKED WITH

Calvin Klein

COS

H&M

Primark

PVH Corp.

Salvatore Ferragamo

Sportmex

Willem Bremer VM Consultancy

ZARA

Experience

Visual Merchandising Consultant

Willem Bremer VM Consultancy | Sep 2020 - Aug 2023

Freelance Retail planning

Advice in VM

Creative window concepts and installation

Visual Merchandiser Outlet Calvin Klein

PVH Corp. | Oct 2021 - Aug 2023

Managed the Visual Merchandising Outlet Division for Calvin Klein , EMEA regions.

By Identifying, influencing and maintaining the evolution of VM & product presentation

* Delivering and meeting brand and outlet expectations

* Collaborating and delivering on VM direction across all stores through providing the inspiration,

guidance and feedback and working closely with country VM Teams, Merchandising and Graphic Designers to provide all relevant content and direction

* Building a strong working relationship with country VM Managers and VM teams

* Building a strong working relationship with the Amsterdam Outlet departments to deliver and

meet VM expectations and drive the outlet business strategy

* Aligning seasonal brand vision

* Mockshop software user for 3D virtual shops

* Working alongside Windows Team to ensure all concepts and POS are seasonal relevant

* Working alongside the Outlet Merchandising team to influence/support seasonal assortments

* Showroom set-up support

* Seasonal shootings

Visual Merchandising Manager

Primark | Apr 2021 - Sep 2021



Visual Merchandising Manager LATAM

Salvatore Ferragamo | Mar 2019 - Sep 2019

• Managed the department's budget to achieve a 30% saving on window installation and import costs

• Arranged local production for POP material and campaign imagery during 2 campaign launches

• Coached store staff management through a customized VM training

• Aligned all props and display material according to the newest brand's guidelines

• Planned and executed 4 free standing store openings and pop-up shops

• Developed a brand new pop-up store inside a flagship luxury department store

- Supervised the execution of a monogram brand takeover in 11 department stores POS
- Supported the showroom set up and press day events



● Visual Merchandising Sr. Coordinator

Calvin Klein | Apr 2015 - Mar 2019

- Country visual merchandising coordinator for the creative services area
- Managed a team of 4 field visual merchandisers
- Developed VM guidelines for all 41 owned retail stores including outlets and over 100 wholesale department store corners
- Managed the showroom for all 4 different product lines, changing the layout each season to enhance commercial goal with retail and wholesale clients during collection launch with a team of 10 people reporting to me
- Created a strong network with national suppliers to assure local production of mannequins and display material for a up to 50% saving vs importing
- Coordinated seasonal kick-off training's
- Supported campaign launches in liaison with the Marketing team installing out posts throughout malls and department stores
- Direct report to HQ in Europe and the US hub.
- Planned opening of 10 new free standing stores
- Built a strong working relationship with store VM ambassadors & stores through good collaboration, consistent communication and team motivation
- Managed the creative and aesthetic elements for window displays



● Visual Merchandising & Trade marketing leader

Sportmex | Jan 2014 - Apr 2015

- VM responsible for Premium Brands: Scotch&Soda, John Varvatos, Harmont & Blaine, Eden Park, Butterfly Twists, Scalise, Le Coq Sportif
- Adapted each brand's Visual Merchandising guidelines to the local market
- Over viewed the correct execution of display parameters throughout the country
- Arranged all window display installations
- Negotiated spaces for shop-in-shops within the wholesale business unit
- Activated marketing events
- Assured visual equity for a greater consumer journey
- Helped drive store performance through an optimal use of KPI'S and sales reports analysis



● Visual Merchandiser

H&M | Oct 2012 - Jan 2014

- Contributed to the setup for the first store in Latin America to create a proper shopping experience
- Created appealing displays to enhance the image of a flagship store
- Coordinated twice an in-store season start as a part of staff training
- Participated in the store expansion team to open two new stores

● Visual Merchandising Manager

COS | Jan 2007 - Sep 2012

- In-store VM manager
- Responsible for new shop openings in Spain and UK
- Created both seasonal and monthly photographic reports for HQ
- Created eye-catching product displays and store layouts
- Maintained high level of detail in window installations
- Staged and styled mannequins and appropriate lighting to display merchandise for best in store presentation
- Trained sales staff on the collection composition and it's exhibition



● **Visual Merchandiser**

ZARA | Jan 2003 - Dec 2007

- Men's department VM responsible
- Supported new shop openings
- Communicated with store teams to plan floor and merchandise layouts to floor sets
- Led and motivated teams to maintain displays

Education & Training

1999 - 2002 ● **ROC Mondriaan**

Fashion Retail Entrepreneur,

1998 - 1999 ● **Amsterdam Fashion Institute**

International Fashion Management and Technology Bachelor,