



Albane Aubert

Visual Merchandiser

📍 London, UK

✅ Albane is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)  [Instagram](#)

Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments,
Hourly Consulting

Skills

Visual Merchandising (Advanced)

Window Dressing (Advanced)

Mannequin Styling (Advanced)

Styling (Advanced)

Window Displays (Advanced)

Trend Analysis (Advanced)

Trend Following (Advanced)

Customer Experience (Advanced)

Coaching (Advanced)

Teaching Classes (Advanced)

Lecturing (Advanced)

Consultancy Services (Advanced)

Languages

French (Native)

About

17 years' experienced creative with a background in VM, Display, Styling and Fashion skilled at delivering results-driven solutions. My curiosity and passion for art, design and fashion keep me up to date with the latest trends and inspire me to deliver an emotionally engaging customer experience and retail shopping atmosphere.

BRANDS WORKED WITH

Galleries Lafayette

H&M

Promod

Experience

● VISUAL MERCHANDISER AND DISPLAY CONSULTANT

| Jan 2018 - Now

//VISUAL MERCHANDISING / TRENDS & RETAIL INNOVATION TRAINING
DECATHLON France

Trends & Retail Innovation module

Running sessions as part of the company's "Customer Experience Manager" programme

Training their employees (Visual Merchandising Managers) to:

- Conduct research and stay up to date on current trends and retail innovation
- Compose structured Moodboards with relevant content
- Communicate a brand vision through innovative concepts (from Story Telling to Customer Experience)

//VISUAL MERCHANDISER & CONSULTANT
CLUB MED Holiday resort shops

DJERBA - MARRAKECH - VAL D'ISERE - TIGNES

Working directly with the Global Training project manager and Sales Support team to :

- Create and lead Visual Merchandising workshops for their shop managers
- Provide VM guidelines to guarantee the proper implementation of VM standards
- Implement visual initiatives and coach the shop's team

//VISUAL MERCHANDISING LECTURER
PPA Business School / Lille, France

- International Business Bachelor : Creating and leading a VM Retail Tour workshop in London (one-week class conducted in english)
- Business Management Bachelor : Creating and leading a Visual Merchandising workshop for 3rd year students

//MERCHANDISING LECTURER
Thuongmai University
Hanoi, Việt Nam

International Trade & Distribution Bachelor : Creating and leading (in english language) Merchandising class as part of the DistriSup Management course, in partnership with french University of Rouen

//VISUAL MERCHANDISING / INTERIOR DESIGN TRENDS TRAINING
LEROY MERLIN France
Running sessions as part of the company's Interior Design programme

•Trends & Moodboard module

Training their employees to:

- Define and analyse trends
- Conduct research and stay up to date on current trends
- Communicate ideas through creative and clear presentations with relevant wording and tasteful visual references

•Leroy Merlin's Interior Design Styles module

Training their employees to:

- Understand Leroy Merlin Trends team's key objectives, from collection to store implementation
- Compose coherent interior styling product suggestions

//VISUAL MERCHANDISING CONSULTANT

COMUNDI/ Paris, France

Creating and leading a 2 day Visual Merchandising course for professionals working in the Retail & Marketing field (Marketing/Merchandising/Product Managers)

Brands : CINQ MONDES - ALGOTHERM - DEEP NATURE

//VISUAL MERCHANDISING TRAINING

KIABI France

Trends & Styling lookbook module

Running sessions as part of the company's VM programme, training their employees as future instore VMs to:

- Conduct research and stay up to date on current and future trends in design and lifestyle
- Compose structured styling lookbooks with relevant Mood board content and trendy product suggestions

//VISUAL MERCHANDISING & CONSULTANCY

LES LUTINS PARIS

Working directly with retailers to:

- Communicate brand identity through quality and sophistication within the store environment
- Design and implement visual initiatives to maximise profits and sales objectives

//VISUAL MERCHANDISING PROGRAMME LEADER / STYLING LECTURER

École MJM Graphic Design / Lille, France

-Head lecturer:

Responsible for ensuring that the curriculum is in line with the group strategy and academic regulations

Planning schedules for the programme courses

Recruiting, hiring and managing the lecturers' team

Coordinating and liaising between students, lecturers and school key stakeholders

Supporting students and working closely with the student service team and sharing regular feedback

-Training on how to communicate a brand vision through strategic display in a fully commercial, logical & consumer friendly way, ensuring qualitative & quantitative results

-Writing, reviewing and improving course programmes

-Coaching on all aspects of Styling from window implementation to mannequin usage instore

-Creating workshops with other relevant industry experts (set design, product photography, lookbook and campaign imagery modules)

//INTERIOR DESIGN

La Maison du Coworking / Lille, France

Office project from concept to implementation:

- Mood boards
- Product sourcing
- Budget management
- Buying and product delivery management
- Installation and Interior styling

//VISUAL MERCHANDISER AND DISPLAY CONSULTANT

Agence Cross

Paris, France

//VM Guidelines

ROCHAS

- Providing global VM guidelines to guarantee the proper implementation of VM standards

- Creating the design of product layouts showing adaptability for store remodels (Rochas, Buenos Aires store staging)

//VM audits and instore consultations

PharmUpp pharmacies group

- Analysing KPIs to adapt strategies according to store sales and needs
- Analysing product implementation, store capacity and customer typology to make impactful commercial decisions
- Defining clear VM principles using available commercial tools and adapting communications to store environment
- Delivering a visual strategies report of the store visit

//VISUAL MERCHANDISER

RODIER

Paris, France

Bringing a modern approach through styling and Visual Merchandising as part of new branding identity

- Design and execution of Visual merchandising for store focal points
 - Interior & window looks
 - Guideline books :
- Styling and VM implementation directives for windows and store focal points



● VISUAL DESIGN COORDINATOR (Head Office)

Promod | Jan 2013 - Jan 2016

Responsible for the design and execution of product layouts at all store focal points. Working at a global level, delivering brand vision through Visual Merchandising strategies

- Designing and developing eye catching displays aligned with the type/quantity of products available for all markets
- Collaborating with cross functional partnerships- key relationships with Sales, Design, Marketing and E-merchandising teams to coordinate store displays in line with stock and brand identity
- Responsible for creating clear and concise VM guidelines for use at retail and implementation directives
- Assuring the proper implementation of VM guidelines with ongoing field visits and providing recap reports
- Responsible for all window decor, signage, visuals and other points of contact materials
- Conducting international competitor visits and reports to provide workable VM solutions and Styling inspirations



● VISUAL MERCHANDISE R MANAGE R

Galleries Lafayette | Jan 2009 - Jan 2013

In charge of the visual representation of the store, maintaining equally high standards of visual proposition between the different brands and corners

- Responsible for logical zone planning and best product presentation at all consumer touch points
- Managing and coaching a 6-head team across 3 floors to:
 - Deliver the highest standard on styling and merchandising, design and implement interior and window schemes
 - Build in store fixtures/ Create and install inspirational floor sets and event setups/ Produce in store signage
- Working with the management and sales team to drive KPIs by providing creative and commercial solutions
- Responsible for communicating key commercial information through to the VM Team to drive weekly activity/focus
- Planning all Visual activity in line with the retail calendar
- Managing and delivering the VM budget for the year, working with external parties and suppliers
- Liaising with HR to identify talents, help develop skills, lead on recruitment and progression
- Providing effective visual merchandising training and coaching sessions to all employees



● VISUAL MERCHANDISER

H&M | Jan 2006 - Jan 2009

Creating clear stories and wearable buying suggestions, installing all schemes to strict deadlines

- Planning, organizing and implementing Visual Merchandising activities, carrying out weekly floor moves
- Using Store KPIs to find creative yet commercial solutions to achieve sales volume goals
- Updating window installations with a heavy focus on mannequin styling
- Coaching and developing retail teams on visual and commercial knowledge

Education & Training

2003 - 2005

● **La Fabrique Paris**

Visual Merchandising Degree, Visual Merchandising

2001 - 2003

● **La Sorbonne Paris**

History of Art & Archeology Degree, History of Art & Archeology