



Anne Dupaquier

VISUEL MERCHANDISER

📍 Paris, France

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Languages

Italian (Basic)

Spanish (Basic)

English (Fluent)

About

International visual merchandiser manager with more than 19 years of experience in luxury & premium brands.

BRANDS WORKED WITH

American Retro

BALENCIAGA

ICICLE

LANVIN

Patrizia Pepe

Sonia Rykiel

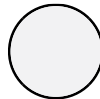
Experience



● GLOBAL SENIOR VISUAL MERCHANDISER

BALENCIAGA | Oct 2018 - Oct 2022

VM guidelines strategy and production on all categories
\$Worldwide visits (VM instore + VM training + test for each market)
\$VM Floor plans for openings
\$Stores reports corrections
\$Organisation of VM training
\$Showroom coordination and set up
\$Coordination between merchandising, buyers & retail before launch
\$Expert in leather good in coordination with collection merch & merchandising team



● SENIOR VISUEL MERCHANDISER FOR PARIS LINE

ICICLE | Jan 2017 - Aug 2018

Store display implementation and maintenens
\$Guide and implementation of Windows (follow a budget,find the supplier until the set up)
\$Display training
\$Assisting in Look book shooting
\$Sales meeting set up and preparation of catwalk show
\$VM guideline seasonal and weekly report



● VISUEL MERCHANDISER ITINERANT

Sonia Rykiel | Jan 2011 - Dec 2016

VM in all the shops in Paris and Europe (24 shops)
\$Merchandising book
\$Analysis and reporting after visiting the shops
\$Showrooms set up and press days presentation
\$Training VM to sales team
\$Competitive intelligence



● VISUAL MERCHANDISER

American Retro | May 2008 - Aug 2010



● VISUAL MERCHANDISER

Patrizia Pepe | Jan 2007 - Jan 2007



● WINDOW DRESSER

LANVIN | Sep 2004 - Sep 2006