

Anne Feve

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Skill Highlights

- Corporate Brand Image
- Mac /PC Proficiency
- Luxury Goods
- Visual Presentation Strategies
- Concept Design / Store Openings
- Google Sketchup
- Fluent French and English
- Adobe Creative Suite CC
- Microsoft Office
- Budgeting Expertise

Professional Experience**Director of Visual Merchandising & Store Design****01/2017 - PRESENT****LVMH New York, NY**

Elevate the LVMH Fragrance Brands experience (Givenchy Beauty / Kenzo) with designing merchandising elements and tools, including: top of counter units, case lines and back wall enhancement and Sephora updates including a 2018 overhaul.

Assist with marketing and sales efforts at each retail location by designing, developing, and customizing merchandising strategies.

Partner with Paris HQ Visual Merchandising team to ensure global soft merchandising development meet the US market needs and requirements.

Partner with Paris HQ Architect team on new shop in shop openings, from initial white box to completion including: presentation of zoning to merchant, 3D renderings, project management and partnership with local architect.

Assist the public relations team with designing corporate events, as well as influencers launch parties.

Senior Manager Visual Merchandising**LVMH New York, NY****10/2015 -01/2017**

Visual Merchandising Designer for Guerlain, Givenchy Beauty and Acqua Di Parma.

Design all tester units, Grid and counter unit updates, new counter opening design, window displays and visual merchandising guidelines for the US market.

Sephora quarterly template updates

Director Visual Merchandising**FAO Schwarz New York, NY****10/2014-08/2015**

- Create visual displays for store windows, interiors and monthly promotional shops.

- Design of shop in shop and new vendor kiosks

- Oversee and design of all visual merchandising

- Provide production leadership and oversee the execution of all in store visual merchandising needs.

- Supervise a team of stylists.

Director of Global Visual Merchandising**09/2012-09/2014****Tom Ford Beauty New York, NY**

- Developed and ensure that all aspects of merchandising are consistent and representative of the Tom Ford brand throughout all global In-Store and Travel Retail environments.
- Ensured that a consistent look and feel is carried out at the counter and that Tom Ford overall brand image continues to evolve, ensuring a strong brand presence in a highly competitive marketplace.
- Designed, Developed and executed tester and merchandising units related to permanent and seasonal programs for the brand and for issuing Merchandising and New Door Guidelines globally for both Fragrance and Cosmetics.
- Designed collateral for in-store visual weeks and window display.
- Partnered with the executive team to develop creative elements for events such as in-store, public relations and in-house meetings.
- End-to-end management/execution of all visual merchandising requests, oversaw all phases of projects in order to meet deadlines, including design stages, obtaining final approvals and seeing all projects through completion.

Visual Design Director**01/2011- 09/2012****The Museum of Modern Art New York, NY**

- Managed and maintained visual store graphics for the Retail Division, from window presentations to in-store signage and graphics.
- Created visual displays for Store windows/interiors; created graphics for displays.
- Prepared visual plans/communications for international Store partners.
- Designed promotional and way-finding signage for the stores.
- Oversaw the implementation of all signage for each store location.
- Designed signage templates and style guide for MoMA Shop-in-Shop presentations with international partners.
- Managed exchange of information between partners and MoMA Retail.
- Managed freelance team to install Store window presentations; sets-up major floor and window presentations.
- Cultivated talent for future installs.
- Managed outside vendors to design fixtures for the stores.
- Managed visual budget for 3 Store locations.
- Collaborated with Store Managers on budget priorities, and created visual budget.
- Scheduled installations and managed Visual Display Calendar.

Director of Visual Merchandising**01/2007 - 12/2010****Saks Fifth Avenue, New York, NY**

- Spearheaded the design of weekly promotional cosmetics and fragrance launch activity in line with brand image and budget requirements.
- Provided production leadership and oversee the execution of all in store visual merchandising needs.
- Met with sales, marketing, and senior decision-makers to come up with compelling visual concepts for store wide promotions.
- Supervised a team of stylists.
- Championed and lead efforts to maintain a consistent overall store look, including vendor case lines, top of counters, and clip corners among other areas.
- Maximized the impact of the corporate brand image, ensuring consistent integration within product and visual merchandising presentations.
- Collaborated with key personnel to define new and innovative strategies of visual presentation, address market needs, and support sales initiatives.
- Forged mutually beneficial relationships with clients to ensure that visual directives are communicated and implemented correctly with a focus on quality.

Education

Master of Arts: University of Nancy 2 -Fine Art
Nancy, France