

LOUISE JIANG

VISUAL MERCHANDISING MANAGER AT GUCCI BEAUTY GLOBAL



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Holding degrees from Audencia Business School and Tongji University, I have over 8 years of experience in retail, with a strong foundation in both design and management.

I SERVED



TECHNIQUES



COMPETENCES

- Define and lead Global In-Store Guidelines and go-to-market strategy.
- Retail design (from 3D, TD, material research to the realization).
- Budget management, control and forecasting.
- Deploy 360° marketing strategies for brand campaigns.
- Languages : English ; French ; Chinese

EDUCATION

- 2017-2018 • **AUDENCIA BUSINESS SCHOOL** NANTES, FRANCE
Master of Science (MSc.) in International Management
- 2013-2017 • **TONGJI UNIVERSITY** SHANGHAI, CHINA
Bachelor of Arts in Design / Ranked the 10th best in design in the world.
- Jun 2015 • **HARVARD UNIVERSITY** BOSTON, U.S.A.
MRS Program in Leadership
- Jun 2014 • **NATIONAL CHENG KUNG UNIVERSITY** TAIWAN
Exchange from Tongji University

WORK EXPERIENCE

- Since Apr 2023 • **COTY GLOBAL (GUCCI)** PARIS, FRANCE
— **VISUAL MERCHANDISING MANAGER - CDI**
 - Lead a team of 3 in the development and execution of visual merchandising projects.
 - Define the design direction, brief GUCCI Fashion House and develop the global in-store guidelines.
 - Manage temporary retail activations, oversee global and local production, and deploy go-to-market strategies for product launches, KCP, and “full house” approaches.
 - Ensure visibility, brand image, and consumer experience through disruptive popup design, retailtainment, gifting ceremonies across global markets, with a focus on key regions such as the US, MEA, and China.
 - Align with the global marketing calendar and global fashion trends.
- 2021-2023 • **OPPO** PARIS, FRANCE
— **DESIGN TEAM MANAGER - CDI**
 - Drive the 360° design direction for OPPO in France and Switzerland.
 - Direct design projects, manage the design team, and oversee budget control and forecasting.
 - Achieve 40% quarterly budget savings through optimized resource management.
- 2020-2021 • **FLOREVE** PARIS, FRANCE
— **VISUAL MERCHANDISING DESIGNER GLOBAL - CDD**
 - Shape the brand’s artistic roadmap, visual strategy, and advertising direction.
- Sep -Dec 2019 • **ESTÉE LAUDER** PARIS, FRANCE
— **VISUAL MERCHANDISING DESIGNER EMEA - CDI**
 - Contribute to European guidelines and execute product launch campaigns in close collaboration with EMEA affiliates and key retailers such as Sephora, Douglas, and KICKS.
- 2018-2019 • **BRANDX** PARIS, FRANCE
— **DESIGNER - CDD**
 - Create luxury retail concepts, manage budgets and quality, supervise project execution from design to realization, and coordinate brands with production teams in factories.
- 2015-2017 • **DESIGN & ARCHITECT AGENCY** NANTES, FRANCE
— **3D DESIGNER - CDD** BEIJING, CHINA