

Mathis Delègue

Visual Merchandising
Specialist

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District VM
European Projects
Store Activations

This resum presents the highlights of my experience. Explore the complete porfolio through som projects and case studies.

SCAN TO DISCOVER

about

Visual Merchandising professional with over two years of experience within luxury retail.

From store execution to European projects, I develop visual environments that strengthen brands identity and commercial performance.

Passionate about storytelling, people development and retail excellence.

expertise

VISUAL MERCHANDISING

Store & Window Displays
Visual Storytelling & Content
Store Activation & Event Displays
Visual Standards Execution

LEADERSHIP

Team Training & Development
Project Management
Cross-functional Project Collaboration
Stakeholder Communication

BRAND COMMUNICATION

Customer Experience
Creative Campaign Development
Event Planning & Coordination
Digital Content Creation

education

BACHELORS DEGREE 1 - POLITICAL SCIENCES

2023-2024 - Paris 1 Panth on Sorbonne, Paris

SEMI-FINALIST IN THE INTERNATIONAL ORATORY COMPETITION

2023-2024 - Paris 1 Panth on Sorbonne, Paris

HIGH SCHOOL DIPLOMA WITH HONORS

2022-2023 - Lyc e Arthur Rimbaud, Istres

languages

French	Native
English	C1 - Professional Proficiency
Chinese	B1 - Academic Foundation

work experience

KEY HOLDER - MICHAEL KORS

2024-PRESENT

- Store Visual Merchandising lead : ensure brand standards and visual consistency accross all departments.
In-store and off-site visual setups (Glass Cube, product displays, marketing evevents).
- Temporary coverage of District Visual merchandiser across 3 countries and 9 stores : daily communication, promotions, weekly VM presentations, distric calls.
- Acted as Brand & Product Knowledge Ambassador, responsible for onboarding, training and development of new team members.
- Contributed to the growth of distance-selling activities through clienteling initiatives, digital catalogues and process optimisation.
- Led daily operational activities including opening and closing procedures, stockroom leadership and team support as Key Holder.
- Developed commercial and training tools to strengthen product knowledge, client experience and team performance.

projects

DISTRICT VM SUPPORT

Coverage of district-level VM responsibilities, including communication of weekly priorities, promotional updates, best practice sharing and anticipation in district ladership calls.

➤ Full project on portfolio

EUROPEAN LICENSES FIXTURE ROLLOUT

Implementation of new Watches & Jewelry fixtures in collaboration with European VM teams, supporting the lauch of a new visual concept within the French market.

➤ Full project on portfolio

ATTENSI EUROPE

Collaboration with London Headquarters to support the rollout of a EUropean learning platform through content creation, localisation and implementation support.

➤ Full project on portfolio

STORE ACTIVATIONS & EVENT

Visual execution and coordination of multiple customer-facing aactivations including Christmas personalisation experiences, seasonal campaigns and external promotional installations.

➤ Full project on portfolio

leadership

PR SIDENT - EVENT PLANNING ASSOCIATION

- Led an organisation of more than 15 members.
- Managed an annual budget of approximately €30,000.
- Redesigned organisational structure and operational processes.
- Created and managed the association's website and communication strategy.
- Oversaw social media, branding and event promotion.
- Organised large-scale cultural and charitable events.
- Coordinated external partners, suppliers and service providers.