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Profile

A highly Creative/ Manager with extensive experience across VM, Brand, Retail Stores and Client Services for Luxury and Premium Brands. Creating and developing projects for windows, in store, Press Days, Showrooms, Events and environments that maintain brand integrity and standards within the Global/International Markets. Managing teams to develop clear processes that meet the business needs and advance the brand strategy across marketing, brand, digital and social media.

- Experience of planning, coordinating, leading and developing teams to initiate and deliver a clear brand identity and meet deadline and budget expectations without compromising on the creative element.
- An innovative individual able to work collaboratively, self motivated, flexible with a meticulous approach and attention to detail.
- Extensive experience and knowledge in all areas of visual merchandising, creative, production, design, print and materials, working with and managing external suppliers from concept to installation.
- Highly organised and works best when managing multiple projects or challenges, remaining focused and calm when dealing with issues and trusted with matters of confidentiality.
- Management and planning of department budgets

Key Achievements:

- VM Display Awards 2015 – Winner – Best Boutique Window – Vivienne Westwood
- VM Display Awards 2009 – Winner – Best Christmas Window – Gap
- Negotiated cost savings of £15K on the first year, and £10K on the subsequent year for in store graphic marketing across 140 Gap stores (Europe)
- An increase in customer trade and sales (approx. 20%) in first 2 months were achieved in my role managing production and implementation of the Banana Republic Personal Shopping Salons refurbishment across Europe
- Restructure and recruitment of VM team at Debenhams to deliver a strong visual creative customer experience and drive sales across all departments

Career History:

Vivienne Westwood Ltd - Head of Visual – Global 2014 -

Leading and developing the creative and visual ideas and guidelines across across UK, Europe, US & Global markets to bring the brand up to date with the current direction and identity

Overseeing Creative and production of Showroom and Press Day set ups, aswell as working alongside the Events teams on Fashion Shows and various Events across all markets

Influencing Directors and CEO with strong creative strategies and ideas, ensuring these are then delivered and on budget

Working alongside the designers, buying and merchandising, marketing (inc social media & online), press and Asian partners to provide suitable VM guidelines and direction for the stores to follow so there is a clear cohesion across campaigns, store windows, events and on line/social media marketing

Preparing annual budgets and scheduling calendar

Management and development of VM team

Development of ideas for new store concepts

Debenhams plc - Senior Creative Manager 2013 – 2014

Reporting to the Creative Director, discussing briefs and projects to be passed on to the Head Office and store teams

Lead on creative ideas and processes to deliver 'Designers At' brands within the store environment for refurbishment launch, scheduling plan of works and timelines from Buying and Merchandising teams

Day to day management of Visual team, scheduling workload and ensure all briefs were clear and understood
Lead production for all VM props and displays and managing external suppliers on deliveries and installations

Hobbs London - Creative Visual Consultant 2013 – 2013

Identifying and presenting a new creative aesthetic using the Brand Guidelines to the Marketing Director for 13 store refurbishments and the Store of the Future whilst managing a tight budget but maximizing creative output. A self managed role, but using resources and communicating with team individuals at key stages. Sourcing fabrics, designing furniture and providing specifications to the Interior Architect for manufacture.

GAP/Banana Republic Head Office – 2007 - 2013

Studio & Asset Manager

Building relationships across European and US Production, Brand and Studio departments at all levels
Develop new process and critical path calendar for studio team to deliver seasonal campaign assets, marketing, artwork, advertising imagery and Press to meet deadlines
Contact with external agencies for product and press shoots and retouching of imagery.
Proofing all campaign assets, managing usage rights and creative boundaries
Chairing daily/weekly team meetings, making decisions around concerns and questions informatively
Managing Digital and OOH projects with internal CRM and external agency teams for Bond Street underground and cinema advert

Achievements

Delivered all seasonal marketing on time and within forecasted budgets, including adapting schedule to last minute changes and reduced deadlines
Maintained full studio schedule on a daily basis, communicating information to all relevant departments and colleagues and advising of anomalies or issues as they arose
Knowledge of Photoshop, In-Design and Illustrator, Excel, Powerpoint and Word

Production & VM Operations Manager

Creative design and Production of window displays for 10 stores (UK/Europe) + International
Presenting concept ideas from brief stage from Store teams through to VP level
Sourcing and buying antique furniture, art (Michael Hoppen Gallery) and props for all new store opening and press days
Build and maintain effective/productive relationships with external suppliers/manufacturers

Achievements

Implemented Window creative Production, VM and in store Marketing for all 8 UK and 2 European store openings (Milan & Paris), on time and under budget
Created Store Opening guide for Global partners giving details and suppliers of specific furniture/props and mannequins to be used as template for future store openings

Marketing Production

Production Management, working with external vendors to implement stores marketing across window displays, in store graphics and POS. Working to tight budgets and deadlines with a focus to deliver within these constraints whilst maintaining the Gap brand aesthetic.

Achievements

Appointed lead Production and accountability for the GAP 1969 Pop Up Shop execution and set up, which celebrated the 40th Anniversary of the company
Procured a 70% saving on shipping costs from UK suppliers by sourcing a Paris based vendor for local markets within my 1st year

OmniColour Presentations Ltd - Studio/Project Manager 2000 – 2007

Management of Studio and Production teams for a digital print company, taking client briefs, quoting, outsourcing print and ensuring the smooth implementation of work through to delivery and installation. Project Management of corporate (Bloomberg/PWc), fashion (Mulberry/Giles//Vivienne Westwood) Galleries

(Serpentine/Whitechapel/Paul Stolper/Alana Cristea), Artists (Takashi Murakami/Yoyoi Kusama/Gilbert & George/Abigail Lane/Matt Collishaw, Michael Craig-Martin, Peter Blake) and Architects (Zaha Hadid) client projects.

Achievements

Broad knowledge of all types of print process and equipment

Reduced the amount of overtime required from staff by nearly 95% and maximized potential workload across the teams by the introduction of new processes and developing ways of working

Management of team, acknowledging and dealing with issues without involvement of MD

Qualifications & Training

- BA (Hons) Interior Design
- Diploma in Design
- Gap Exceed Award – BR Paris & Milan store openings
- Gap Exceed Award – For negotiating cost savings on internal store graphics
- Sole Director of 2 companies: Homecare UK 2001 – 2011 & Londoncare 2011 – present
- Joint Director Shefford – alternative Investments 2010 – present
- Hedingham Concourse Judges Choice 2012 Porsche Sunroof Coupe 1951
- Coys Blenheim Concourse Best in Show 2103 Porsche Cab 1951
- Cookery School Training: Knife Skills, Bread Making, Cheese Making, World Street Food, Filleting and Cooking fish, Japanese, Pastry Making, Butchery

Interests

Fashion, health & fitness, cooking, classic cars