

Visual Merchandiser

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Company: Apparel Group

Location: Bahrain

Category: other-general

JOB DESCRIPTION

POSITION OBJECTIVE

- The position is responsible to develop, deliver and communicate visual concepts and promote the brand, products and services in-store
- Train and coach the store team to perform merchant based VP and manage the daily, weekly and seasonal VP tasks

Key Responsibilities

Brand Image - Ensure that the brand identity and presentation standards in both windows and in-store are achieved consistently by creating eye catching displays whilst incorporating commercial sales opportunities

- Implements the brand specific visual merchandising standards
- Coordinating store display in line with brand guidelines and strategy
- Developing floor plans and maximize visual impact
- Arranges merchandise, signage, fixtures and in-store layout guide
- Taking Photograph in every changes done in the merchandise display
- Make use of creative lighting for windows
- Maximizing placement of new lines, re-merchandising the store when new trends build
- Creates layout of the store according to its categories
- Ensures proper merchandising of the items

- Collect review and feedback of the merchandise Other Responsibilities
- Working closely with the operations and brand management team to increase sales
- Working with VM Manager and sales team to achieve commercial goals
- Involve in Pre-Opening of the stores and timely visit to ensure that brand's standard are properly implemented and followed
- Conduct research of the current market trends and lifestyle

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