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**AMAR
KURREY**



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Language Known- English & Hindi
Date of Birth- 16-10-1984
Nationality- Indian Passport Holder
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CAREER OBJECTIVE- "Learning is never ending process" this is my motto in personal and professional life. I am passionate about meeting target goals by applying new methods and set result driven practices for myself and team. I always tends to integrate my knowledge and experience with the vision of company. I hope to contribute my years of experience and skill set to the future success of company.

WORK STRENGTH-

- Transformative leader & strategic ideas
- Retail Execution & Manage brand guidelines
- Consumer Engagement marketing activity
- Guidelines Creation and SOP Design for uniformity
- Graphic representation of thought process
- Multitasking Creative solutions

WORK EXPERTISE-

- Team Player & multi brand store visual merchandise
- Design experience & manage marketing event calendar
- Styling & merchandise presentation on store
- Docket Design & create SOP VM guideline for execution

Retail Industry Work Experience

14 years' experience in retail visual merchandising, designing and execution for multiband stores like Pantaloons, Arvind Brands, Reliance Retail, Landmark group & Departmental store Lc Waikiki turkey-based brand with Apparel group.

- **Apparel Group, LC Waikiki UAE & GCC (Sept 2022 to till date)** Lead VM Manager @ Apparel Group FZCO Jebal Ali Dubai, UAE
- **Landmark Group, Lifestyle International Pvt. Ltd (Sept 2013 to sept 2022)** Manager V.M. @ Bangalore Corporate office, India.
- **Reliance Trends Ltd. (Oct 2012 to Sept 2013)** As Asst. Manager Cluster V.M. @ Bangalore Regional office.
- **Arvind Brands Ltd. (Sept 2011 to Oct 2012)** As Regional V.M. Maharashtra @ Mega Mart Brand (UNLIMITED)
- **Pantaloons Retail Ind. Ltd. (March 2010 to Sept 2011)** As Store V.M. @ Bangalore Central.
- **Ragyaa Design and Event management, Raipur Chhattisgarh (Jan 2008 to Feb 2010)** As Graphic Designer & Merchandiser.
- **Shantanu Goenka Couture Kolkata (2007 Trainee)** As Asst. Designer and merchandiser @ Design Studio



Visual Merchandiser & Retail Marketing Skills

- Visual Merchandising & Graphic Design
- People management & Vendor Management
- Space Management & Planogram Design Expert
- Fashion Styling & Merchandise Presentation
- New Store Opening & Floor layout Planning
- Digital Integration & Social Media Impact Design
- Tradeshow & Event exhibition Design-Execution
- Training module & Learning Guidelines Creation
- Season launch plan, look Book, Newsletter Design
- Marketing promotion & Manage Promo events
- Window Docket Design & execution Planning
- Communication Design & Digital Content Creation
- Catalogue Design & Explainer Video Design
- Prop Development & Material Knowledge
- Point of Sale & Communication Design
- Docket Design & ideation of season launch
- Fashion Product Photography & Cinematography
- Market survey & Competitor Tracking
- Budget plan & Vendor negotiation
- Audit, Data compilation & Feedback reports

DESIGNING TOOLS- Expert & explore designing software to give realistic visualization to the design thought process & presentation skills.

- 2D & 3D graphic design- Adobe Creative cloud , Coral draw, AutoCAD, 3D Max, Sketchup
- Video & Voice Editing - Adobe Premier Pro, After Effect, Filmora, I-movie, Adobe Audition
- Communication Design- MS Office 365, Teams, Microsoft Power point, Excel, Word, One Drive, Outlook



LANDMARK GROUP INDIA JOB PROFILE



- **Responsible in-retail store operation, coordination with design team, buying team and marketing team activity of visual merchandising, maintain brand identity as per Visual merchandise & retail marketing with standard guidelines.**
- **Experience in brand environment, retail planogram and Implementation of seasonal activities in Men's wear category, Managing over all Look and Feel of in-house brands, license brands, shop in shop & external brands.**

Planogram, Space management & Docket Design-

Planogram design and provide to region as priority of stock assortment of respective region on time, season changeover month wise guideline, floor setup plan & documentation for across all pan India stores.

Implementation of VM guidelines on floor-

Implement the season / month wise looks measured through VM audit at regional / store level.

Impactful presentation on floor and in-house on

floor merchandising - upgrade the brand presentation on floor season on season & effective support for all the existing stores & new store opening.

Development/ initiative - Initiative on fixture development / extensive market survey. Prop development for in-house brands.

Roll out of VM guidelines - manage season changeover on time issuance of brand wise planograms / VM Dockets

Audit Process & Feedback - VM audit as standard of model store display for each month and follow up to buying and marketing for procurement of standard store display

Tradeshaw & Range presentation - Design tradeshow & event plan, prop designing, setup plan & vendor management for range presentation as per new merchandise theme & story.

Team Management - Co-ordinate with multiple departments as regional team, designers, merchandisers and buying team to highlight merchandise as per product USP.

APPAREL GROUP UAE JOB PROFILE



- **Responsible for maintain VM standards of all the store in UAE, Qatar, Kuwait, Bahrain & Oman, Creates functional strategies and specific objectives for the sub-function and develops budgets/policies/procedures to support the functional infrastructure.**
- **Experience in brand coordination, retail execution of guidelines as per principals and Implementation of seasonal activities in brand, Managing over all Look and feel of brand standards with adaptation & execution of Visual merchandise guidelines.**

Team Management - Co-ordinate with multiple departments as operation team, GCC regional team, merchandise team & marketing team to maintain brand standards with product highlight guidelines from turkey team. Daily basis coordinate with business head & Changeover detail on floor as per on going marketing activities of season & Business growth.

Vendor Management & Budget Plan - Manage costing & budgeting for all season activities & vendor negotiation along with procurement of VM materials.

New Store Openings & New Floor layout plan- As received new floor, planning for all requirement of VM materials, communication and updates to store team for smooth store opening process.

Implementation of brand guidelines on floor & Impactful presentation on floor - upgrade the brand presentation on floor & effective support for all the existing stores & new stores

Development/ initiative - Created VM work process & document collaboration for fast & impactful execution, identify team strength and work updates in daily basis.

Roll out of VM guidelines - weekly updates & share Feedbacks to operation team for maintain uniformity with look & feel of brand standards.

Audit Process & Feedback - VM audit with area VM as standard of brand guidelines for every week and follow-up operation team to fix the gaps vs execution challenges.

Training & VM calendar - As multi nationalities of store team, create training module in simpler format to adapt easier the brand guidelines & better understanding of brand standards.

HOBBIES

- Explore new software & electronic gadgets
- Traveling, Storytelling & explore new places
- Music learning & playing music instruments
- Photography & Cinematography
- Interior designing & DIY Recycle scraps
- Cooking & Explore Foods

ACADEMIC DETAILS

- B. Fashion Designing from Jain group institution MATS University Chhattisgarh in 2007
- B.Sc. Computer science from Ravi Shankar University Chhattisgarh in 2004
- 2-year diploma in graphic designing from Arena multimedia in 2005