

# CARLOS BORREGA

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## PROFILE

I'm a creative Visual Merchandiser with a passion for storytelling, window displays, and impactful store openings. I've led teams, developed brand-aligned concepts, and trained VM trainees. My experience includes seasonal rollouts and curated showroom setups. I hold a Master's in Styling, Image, and Fashion Communication, which deepened my understanding of brand identity. After studying web development, I've become increasingly interested in online merchandising and how digital and physical retail can work together.

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## KEY SKILLS

- **Visual Merchandising:** Expert in window displays, seasonal concepts, and showroom design.
  - **Leadership:** Skilled in team training, clear communication, and team collaboration.
  - **Creative Direction:** Proficient in designing in-store experiences, product storytelling, and visual concepts.
  - **Industry Expertise:** Strong knowledge of footwear, apparel, accessories, and consumer trends.
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## WORK EXPERIENCE

### UGG – *Visual Merchandiser Specialist*

*April 2024 – Present*

- Execute visual merchandising strategies to enhance brand consistency and customer engagement.
- Support the rollout of brand concepts across retail environments.
- Assist in showroom design for upcoming collections.
- Train store teams in brand storytelling and visual standards.

### Fred Perry Camden – *Floor Supervisor & VM Specialist*

*August 2019 – April 2024*

- Led visual merchandising projects to maintain brand consistency and enhance commercial appeal.
- Managed day-to-day store operations, including stock management, banking, and staff scheduling.
- Collaborated with Head Office during lockdown, supporting administrative and logistical tasks.
- Implemented seasonal visual rollouts and optimised floor plans to boost customer engagement.

## **Club Monaco Sloane Square — Visual Merchandiser Manager**

*November 2018 – June 2019*

- Designed and executed monthly visual refreshes and in-store product displays.
- Created eye-catching window installations aligned with brand identity and seasonal campaigns.
- Assisted in store openings and event setups, ensuring brand guidelines were met.
- Trained team members to uphold visual merchandising standards and deliver cohesive store aesthetics.

## **Weekday Westfield Stratford — Visual Merchandiser Manager**

*June 2017 – November 2018*

- Played a key role in opening the first two Weekday stores in the UK — Regent Street and Westfield Stratford.
- Led the visual setup for both store launches, ensuring brand guidelines were met.
- Trained and mentored Visual Merchandising trainees to support future store openings.
- Managed window displays, seasonal layouts, and in-store product presentations.
- Collaborated with sales teams and head office to roll out new visual concepts.

## **& Other Stories Regent Street — Visual Merchandiser Manager**

*June 2013 – June 2017*

- Led the Visual Merchandising team at the flagship store, overseeing womenswear, beauty, and accessories departments.
- Managed store openings in Malmö, Sweden, and Oxford Street, London, ensuring visual consistency and impactful displays.
- Trained staff on store standards and brand storytelling to maintain high-quality presentation.
- Mentored and trained Visual Merchandising trainees in preparation for new store launches.

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## **EDUCATION & LANGUAGES**

### **edX/Skills for Life, London**

*May 2024 – August 2024*

- **Certificate** in Frontend Web Development

### **Ramon Llull University, Barcelona**

*September 2008 – June 2011*

- **Bachelor's Degree** in Personal and Corporate Image Consulting
- **Master's Degree** in Styling, Image, and Fashion Communication

**Languages:** Fluent in English (spoken and written), native in Spanish & Catalan