

CARLOS BORREGA

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PROFILE

I am a creative Visual Merchandiser Manager with strong retail experience, specialising in visual storytelling, window displays, and store openings. I'm skilled in leading teams, delivering brand-aligned concepts, and training Visual Merchandising trainees. I'm also experienced in seasonal rollouts and showroom setups for upcoming collections. I am passionate about creating engaging store environments that enhance the customer experience and support brand growth.

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 Knightsbridge – *Keyholder / Visual Merchandiser*

April 2024 – Present

- Execute brand-aligned visual merchandising strategies to boost customer engagement.
- Work closely with the head office Visual Merchandising team to implement brand concepts.
- Participate in creating showrooms showcasing upcoming collections to potential buyers.
- Train staff on brand storytelling and product presentation.
- Oversee store operations: opening/closing procedures, banking, and EOD emails.

Fred Perry Camden – *Keyholder / Visual Merchandiser*

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 — Keyholder / Visual Merchandiser

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.

EDUCATION & LANGUAGES

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

- **English:** Fluent (spoken and written)
- **Spanish & Catalan:** Native languages