

CARLOS BORREGA

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PROFILE

I'm a creative Visual Merchandiser with a passion for visual storytelling, window displays, and impactful store openings. I have experience leading teams, developing brand-consistent concepts, and training Visual Merchandising trainees. I've successfully managed seasonal rollouts and curated showroom setups for upcoming collections. I hold a Master's Degree in Styling, Image, and Fashion Communication, which has deepened my understanding of brand identity and consumer engagement. I'm driven by the challenge of creating engaging store environments that inspire customers and strengthen brand presence.

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 Coordinator*

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.

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