

Manager – Visual Merchandiser

Company Overview

Zivame is a Women's fashion brand company which started in 2011 as online lingerie retailer featuring hundreds of styles for the Indian woman. We believe that we are in a very exciting junction of our journey. We have scaled up from being a start-up and now are looking at building a sustainable, fast growing and a profitable company by establishing its own lingerie and Activewear brand in the industry.

We have seen an exciting growth phase this financial year with revenue growth of 80% over FY 17 with reduced spends leading to high double-digit EBITDA improvement. We entered into retail EBO channel about a year back and have already become largest Lingerie Retail EBO network in India with about 30 retail stores. The success of this expansion is seen with stores achieving break even in less than 6 months and retail channel 3x growth.

We have also entered into other categories like Activewear, Sleepwear and Shapewear which is witnessing 2X growth of Lingerie category. Our mission is to be a Women's fashion brand which will help Women dress better by growing a category whose offline representation is underserved because of range and size availability issues, lack of consultation and social discomfort. We have roped in international design team to deliver fresh styles every month for the new age Indian women.

Culturally, we pride ourselves in being an open, transparent company which retains its startup DNA. We encourage teams and individuals to take full ownership and drive initiatives in a fully empowered environment. We encourage experimentation and risk taking and a constant drive to build something new which can help us deliver better outcomes to our customers. Our thesis is that every Individual should within Zivame find all means to make and drive impact.

Job brief

We are looking for a creative retail Visual Merchandiser to increase sales, get buyer's attention and to provide an excellent in-store experience.

The goal is to use visual merchandising to convert window shoppers into prospects, drive branding and sales objectives and maximize profitability.

Responsibilities

- Define, design and implement a creative visual merchandising strategy

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- Create appealing and eye-catching visual displays that lead the customer through the entire store
- Produce window displays, signs, interior displays, floor plans and special promotions displays
- Identify key messages and set a clear image of the end result
- Come up with, revise and present design ideas with assistant merchandisers
- Act in alignment to the organization's culture, products, image and target market
- Monitor costs and work within budget
- Oversee the production and brief staff on arranging displays
- Change displays to promote new product launches and reflect festive or seasonal themes
- Liaise with suppliers and source elements
- Research lifestyle, demographics and design trends

Requirements

- Proven work experience as a visual merchandiser or visual manager
- Demonstrable visual design skills with a strong retail merchandising portfolio
- Solid experience in field visual merchandising, including window displays, signs, interior displays and space utilisation
- Proficiency in Photoshop, Illustrator, or other visual design tools
- Knowledge of current visual merchandising trends and best practices
- Proficiency in MS Office
- Creative and innovative thinker
- Ability to analyse sales merchandising reports and survey results

Qualification & Experience

- 4-6 years of work experience with Bachelor's/master's degree in visual merchandising, fashion merchandising, exhibition design, visual communications or similar