



## **Company Overview**

Zivame was founded in 2011 with the vision to facilitate women to shop uninhibitedly for intimate wear and to make lingerie shopping comfortable. Zivame is now the No. 1 online lingerie company in India with 30 + retail stores and presence in 800 + partner stores across India. Our Mission is to be the destination for every woman's intimate needs. We believe that every woman is unique, and we want to deliver a platform that allows her to browse, discover and shop what is right for her.

All the products at Zivame stem from the desire to design something that is a blend of quality and comfort. Zivame offers trendy lingerie, active wear, sleepwear, and shapewear in over 3000 + exclusive designs and 100 + sizes catering to women across all body types.

**Team:** Retail

**Position:** Visual Merchandiser

## **Key Responsibilities:**

- Define, design and implement a creative visual merchandising strategy
- Create appealing and eye-catching visual displays that leads 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

## **Desired Skill and Experience**

- 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 utilization
- 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.