

JOSÉ LUIS LEDESMA

• Global Head of Window display & Visual Experience • Visual Merchandising Director & Project Manager •

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PROFESSIONAL SUMMARY

Visual Merchandising Director and Window Display Designer with 25+ years of international experience across Europe, Asia-Pacific, and the Middle East. Proven expertise in developing and executing large-scale retail projects, enhancing customer experience, and leading multicultural teams of up to 200 people. Strong background in project management, production control, and strategic retail innovation for fashion, luxury, and lifestyle brands. Skilled in optimizing budgets, work-flows, and departmental structures to drive growth.

CORE SKILLS

Visual Merchandising Strategy, Window Display Direction & Production, Retail Design, Global Rollout Management, Large-Scale Project Execution, Budget Management, KPI Monitoring, Team Leadership (25+ nationalities), Cross-Functional Collaboration, Stakeholder Management, Production & Vendor Control, Customer Journey Optimization, Store Performance Enhancement, Brand Consistency, Luxury Retail Standards, Adobe Photoshop, Illustrator, InDesign, SketchUp Pro, V-Ray, English (Advanced), Spanish (Native), Chinese HSK4 (in progress).

PROFESSIONAL EXPERIENCE

- **Visual Retail Manager Headquarters · Scotta 1985 · Spain, Andorra & Mexico · 2024 / 2025.**
Directed visual merchandising strategy across multiple markets.
Brand restyling ensuring image creative consistency.
Improved store visibility, layout efficiency and customer flow.
- **Senior Visual Merchandising Manager · The Bicester Collection · Germany. Europe · 2022 / 2024.**
Delivered high-standard retail experiences aligned with luxury positioning.
Managed VM operations for 110+ boutiques in Frankfurt.
Optimized store layouts, campaigns and customer pathways.
- **Window Display Designer · Visual Merchandising Director · Retail Consulting · Project Manager · JL ® Jose Luis Ledesma · Europe, Asia Pacific, Middle East · 2016 / 2022.**
Directed window display strategies, Led retail concept development, production and execution.
Managed vendors, timelines, budgets and multi-country rollouts.
- **Visual Merchandising Director Headquarters. Armada Retail Concept. GCC · 2014 / 2016.**
Directed VM; Riva Fashion, Choice, Escada, Cortefiel, Pedro del Hierro, Time Out, NU, Petit, Pili Carrera, Absorba, Ipekyol.
Oversaw 350 sales points across 5 countries, 400 sqm retail space.
Directed seasonal campaigns and global VM guidelines.
- **Visual Merchandiser Manager Headquarters. RTW Men & Travel. El Corte Inglés SL. Spain · 2008 / 2014.**
Managed VM for key RTW men's departments. Brand restyling ensuring image creative consistency.
Ensured alignment with corporate identity and seasonal campaigns. Oversaw 98 sales points, 2,000 sqm retail space ratio.
- **Visual Merchandising and events. Hugo Boss SL. Spain, Portugal · 2006 / 2007.**
- **Window dressing Department. Cortefiel, Tendam. Spain · 2004 / 2006.**
- **Visual Merchandiser Manager & Window Dresser. B-Young. Spain, Portugal · 2004 / 2003.**
- **Window Dresser & Visual Merchandising. Burberry (ECI-Aldeasa), Nike, Levi's & Docker, Wrangler, Nestlé, Sáfiro, Benetton, Calderón Sport. · 2003 / 2000. Spain.**

EDUCATION & CERTIFICATIONS

- Master in Project Management. EAE Business School. Madrid. Spain.
- Master Graphic Design. Aula Creativa, Madrid. Spain.
- Master in Direction and Management of fashion companies. IED Madrid. Spain.
- Fashion Styling Degree. Instituto Europeo de Comunicación y Marketing, Madrid. Spain.
- Bachelor Arts-Literature B.U.P. High School. IES Altaír, Madrid. Spain.
- HSK4 Chinese (in progress). Chinese Cultural Center & Bunkyo. Madrid. Spain.
- B2 · C1 Business English. International House, EF Singapore, CEPAL, CF.Patiño.

MAIN ACHIEVEMENTS

- ★ Successful delivery of retail projects on time, scope & budget across 2 continents.
- ★ Excellent understanding of the different needs and objectives in business models: Department Store Mall, Mid-price Retail, High-price Retail, Luxury Retail, Showroom, Events, Retail Design Companies, Decoration and Retail Props Production Factories, Mannequins & displays.
- ★ **World Branding Awards** - 2016-2017. **Super Brands Awards** - Brand of the Year 2015. Riva Fashion.