

Let's Imagine...



By Marek Masar

Who am I?



I am a creative leader with a deep history of inspiring my co-workers and team to deliver exceptional solutions for a welcoming and rewarding shopping experience for customers. I have a wide breadth of experience with demonstrated global knowledge across visual merchandising and interior design servicing retail stores, wholesale partnerships, and corporate initiatives.

My broad experience in working in a variety of creative roles and environments has provided me with a strong foundation to take on any challenge thrown at me. **My team** would describe me as driven, thoughtful, hardworking, and exceptionally imaginative and creative. As part of an executive team for the past 5 years, I was driven to partner with others to find creative ways to take a dated brand and bring new life and customers to it. The success we achieved resulted in strong top line sales growth, with a constant focus on fiscal responsibility to deliver the best return on investment possible.

Please enjoy learning more about me and what I am so proud of accomplishing over my career.

Marek Masar



I **was** born in a small village in the mountains of Eastern Europe with a dream of one day living in the US. People constantly told me that it would never happen.

But from an early age, I learned that it doesn't matter what people say, it matters what they **do**.

So rather than just talk about what I have done, let me show you.



And yes, I love chocolate

my experience



5/14 - 12/19 Brighton Collectibles

Director of Visual Merchandising & Store Design

Responsible for driving all aspects of in-store customer experience across all North American Brighton Collectibles retail (181+) and licensee (45+) locations and providing visual guidance and support to wholesale (3,500+) locations.

10/12 - 5/14 Williams-Sonoma, Inc.

Freelance Consultant

Engaged to improve commerciality, create inspirational sales solutions and ensure high visual merchandising and interior design standards across West Elm, Pottery Barn and Williams-Sonoma stores in Southern California.

4/01 - 9/12 IKEA Group

Communications and Interior Design Manager

Global visual/creative expert deployed to various markets and stores around the world to help inspire staff and customers, increase performance/results, identify and develop talent and cultivate corporate/brand principles.

*Let me show
you more...*

Because more is always better, right?



Director of Visual Merchandising & Store Design

Hired as the Director of Visual Merchandising, I oversaw all visual merchandising direction for the company and its three channels of in-store presentation. It was my teams' responsibility to create and execute a strategic brand vision that was unique and authentic to Brighton, while also remaining commercially focused on driving customer engagement and financial results.

My role entrusted me with the responsibility for creative direction as it related to retail stores, wholesale shop-in-shops, as well as licensed store locations in airports. Each of these had their own set of requirements and challenges, while needing to be a consistent representation of the brands identity and core message. Prior to my coming to Brighton, these were independent silos with limited consistency.

Being a core member of an executive team, I was able to spearhead a number of initiatives to modernize the brand. These included leading a team of resources in the design and execution of a new store concept, the buildout of new showroom displays for wholesale, and the launch of new fixtures in order to better serve the selling environment in stores.

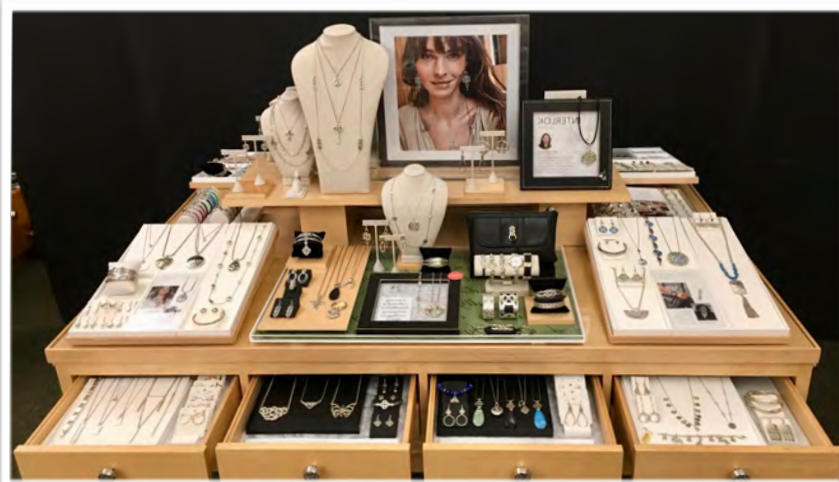
Brighton Collectibles

5/2014 - 12/2019



Brighton Retail

- Developed visual merchandising strategies that support the business goals of Brighton Collectibles
- Annual budget of \$1.5 M
- Led commercial activity planning (48 -52 floor set and product launches per year)
- Worked directly with store and field leadership to identify opportunities, gain client/associate feedback, and apply learnings to achieve optimal execution and selling success
- Oversee the design of all in-store collateral/graphics/props production
- Designed and developed online tool for stores to access store-specific visual guidelines resulting in significant savings in printing costs



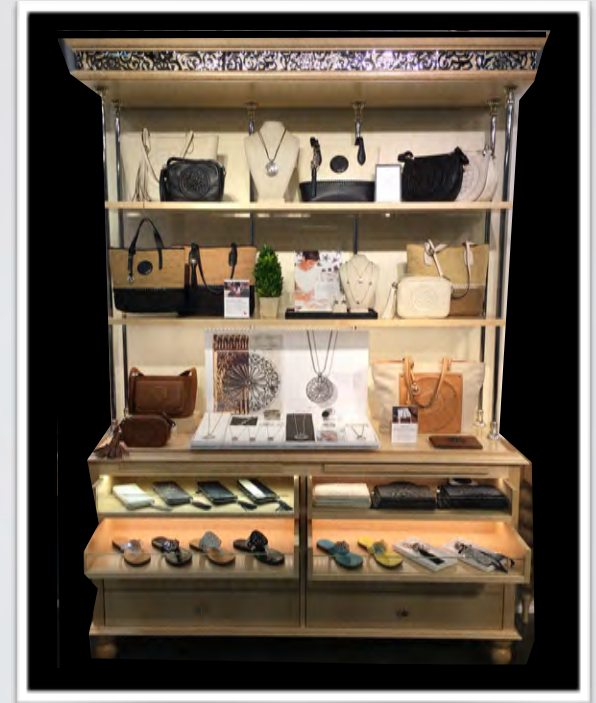
Jewelry Table



Jewelry tray



Store window



Handbag wall

- Provided store-specific visual guidelines for all updates and rollouts along with store-specific allocations for all visual elements eliminating unnecessary production and shipping costs
- Developed an in-house process for utilizing factory resources for packing and shipping all visual elements/fixtures to stores, saving the jobs of multiple people who were set to be laid off due to merchandise production cutbacks



Focus table

The most effective selling fixture to launch new products, showcase designer collections etc..



Flip flop display



Brighton retail

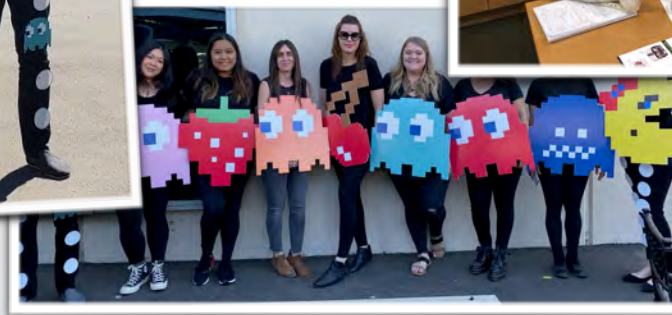
Lead and develop people

- Led the visual merchandising team while being a key member of the executive team, focused on event-driven selling.
- Provided both strategic- and tactical-level direction to the visual merchandising creative team
- Developed the overall team through regular coaching and performance feedback, as well as providing opportunities to learn and/or strengthen their skills, enabling an environment for growth
- Played key role with the visual set up for all Brighton employee trainings happening at the home office including:
 - Camp Brighton, a twice-a-year education and training event for all store managers and assistant managers
 - Behind the Magic - a Brighton training program for new employees (4-6 times per year)



Visual team

And yes, we did have a lot of fun



Fixture design, Store Design (highlights)

Worked directly with Jerry Kohl (Brighton founder and owner) to concept and prototype new fixtures that would guide the evolution of Brighton's retail presence, truly feature the products, engage customers in unexpected ways and tell the Brighton story of quality and craftsmanship.

- Designed fixtures to reflect current trends in fashion and fixture design
- Responsible for all in-store testing and feedback collection
- Collaborated with cross functional partners to address fixture needs and issues
- Responsible for all fixture store rollouts (for example jewelry table - with over 25,000 individual elements delivered in total to all 190 Brighton stores in 2016)
- Designed and built fixture samples in-house, as well as with outside vendors (in USA and China)



Testing

All fixture rollouts were tested in advance to identify potential risks. Everything from packaging, shipping, delivery and guidelines were checked.



Jewelry Table



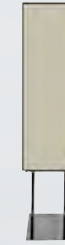
Organizer Stand



Focus Table



Handbag Etagere



Modular Metal Stand

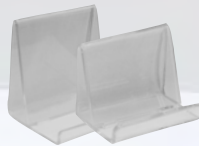


Hero Table

2015 ————— 2016 ————— 2017 ————— 2018 ————— 2019 —————>



Sign Holder



Wallet Stand



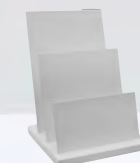
Jewelry Ramp



Thinking Tray



Cash Wrap Fixture



Jewelry Stand



Jewelry Tray



Jewelry books

Store design

- Responsible for updating/re-designing the Brighton store design to be more relevant and up-to-date.
- Oversaw the entire store design process from design, testing, production, rollout and follow-up.
- 15- 20 Brighton retail store remodels per year
- Delivered higher comp sale numbers with every store remodel.
- Directly work with fixture vendors and manufactures across USA and abroad.
- Led testing of all new store concepts in selected flag ship stores.

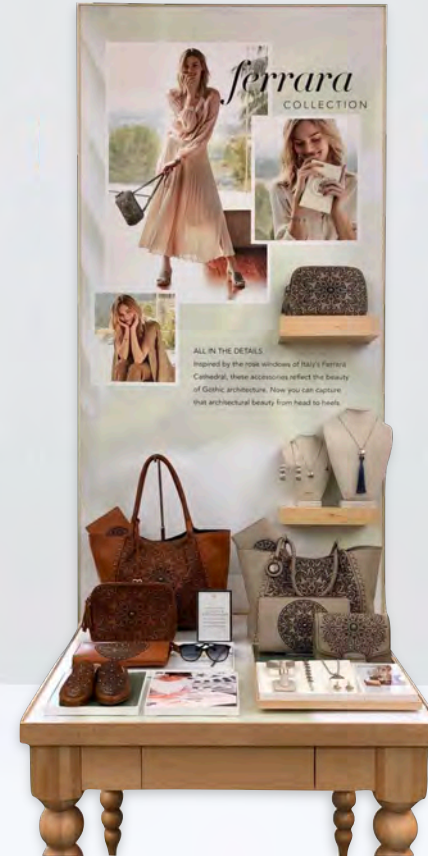


Store design
Updating store front design



NEW store concepts

Jerry's (owner and founder of Brighton) desire to constantly push the brand forward resulted in a continual flow of new concepts to design and test.



Jewelry table



Focus table



Handbag wall

Wholesale

- Inspire and educate national sales reps, retail buyers and licensees
- Create immersive visual experiences at quarterly national sales meetings
- Collaborate with designers to present new products, highlighting the stories behind the designs
- Develop full visual/marketing packages for sales teams for every sale meeting
- Provide visual merchandising, promotional materials and brand guidance/support to 3,500+ wholesale locations and 45 airport locations



Ferrara

Showcase top end products and demonstrate Brighton's head-to-toe fashion collections

Holiday set up

Helped wholesalers to create seasonal or holiday experiences within their stores



Tom Clancy Designer

Create a whimsical light-hearted, art-focused installation to highlight the unique hand-drawn designs



India Launch

Showcase Brighton designers who travel worldwide to get inspired to create new product lines

Brand Support

- Provided creativity and inspiration for:
 - All corporate office event and remote locations
 - Recurring and one-off events
- Designed and produce all collateral and visual elements for all corporate events\50+ events per year
- Designed layouts and floor-plans fo all major events



VIP Events

Delivered a memorable annual event for 1,300+ VIP customers to experience the Magic of Brighton.

Fashion show

Created show-stopping experiences for new product launches and customer/employee events



Trade shows

Developed a new visual approach to trade show booths (NYC, Dallas, Las Vegas)

HR events

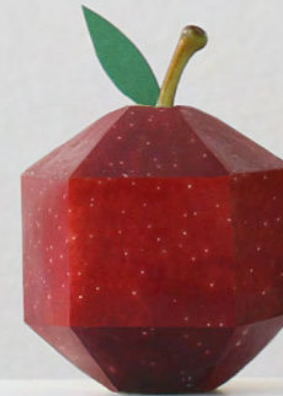
Created a fresh approach to appeal to a new generation of Brighton employees

Freelance Consultant

- Ensured high visual merchandising and interior design standards across West Elm, Pottery Barn and Williams-Sonoma stores in Southern California.
- Improved commerciality, including helping the Santa Monica West Elm become profitable.
- Created inspirational sales solutions, including helping the Beverly Hills Pottery Barn location to emphasize the quality of the products, in order to match the expectations of customers.

*Williams-Sonoma
Group*

10/2012 - 5/2014



Williams-Sonoma Group

Created inspirational in-store environments that drive customers to reimagine their homes



Outdoor living

Interactive display bringing elements of nature into the bathroom (hand-built outdoor shower installation)



Summer launch

Drove awareness of new seasonal product lines

Spring launch

Created a front window display that draws those passing by into the store



Winter launch

Designed room sets that help customers see how they can create cozy, natural feeling environments at home

IKEA Group

4/2001 - 9/2012



Global visual/creative expert deployed to markets and stores around the world to inspire, increase performance/results, identify and develop talents and cultivate the corporate/brand principles among staff

IKEA USA

**06/09 – 09/12 Communications and Interior Design Manager
New York and NY Chicago, IL**

Led the store-wide Communication & Interior Design team (20+ employees) in creating and maintaining inspirational room designs, merchandise displays and store visuals

04/06 – 06/09 Visual Merchandiser Manager Chicago, IL

Recruited to the US based on experience in Europe and across the global IKEA network to help instill a greater sense of IKEA principles

IKEA CHINA

12/05 – 04/06 Visual Merchandiser Specialist Guangzhou, China

Trained teams in the principles and expectations for IKEA visual merchandisers (expansion team for China, Japan)

IKEA CZ, SVK, HU

04/01 – 12/05 Visual Merchandiser Manager Prague, Czech Rep

Led the team of visual merchandisers in the highest volume IKEA store across eastern Europe

IKEA Group

- 9,000+ Planograms (created or managed creation)
- 1,200+ shop windows/activity podiums designed and implemented
- 1,800+ fully functional rooms designed and implemented
- \$5k-\$1.2MM individual project budgets
- 80+ complete department remodels

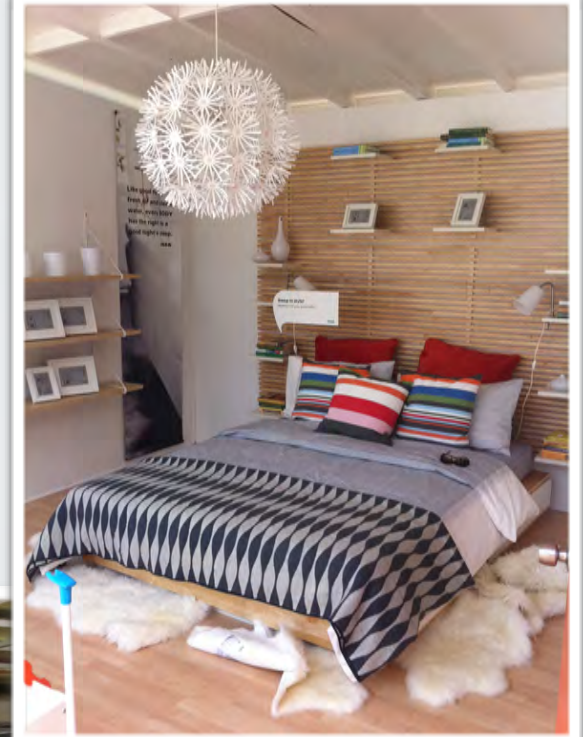


Prague

Launched new products in interesting and engaging ways (wicker introduction for CZ)

Chicago

Developed inspirational custom trade show room sets



Chicago

Holiday entrance podium utilized to embraced the Swedish background of the company



New York

Create presentations that line up with the annual catalogue drop

Empower people



to **Imagine** solutions



that **Inspire** customers



and **Deliver** results



Wash, rinse, repeat!





Questions ?
Concerns ?
Compliments ?

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portfolio available upon request