

# ALEXANDER SCHNEIDER

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## EXPERIENCE

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Turnbull & Asser

2014 - Present

New York, NY

Head of Visual Merchandising

- Establish a global, visual identity for the brand, connecting the UK & US markets
- Conceptualize, sketch, and execute window displays based on seasonal themes and market needs
- Coordinate visual efforts with departmental heads, store managers, and oversee London visual merchandiser
- Dress/style mannequins and interiors appropriately by season, classification, or on hand product
- Quarterly travel to London to implement window concepts and interior displays in three stores

Loro Piana

2011 - 2014

New York, NY

Visual Merchandiser - New York Flagship, Manhasset, Short Hills

- Solely manage visual merchandising responsibilities for the Manhasset & Short Hills boutiques
- Oversee day-to-day visual operations of the New York flagship along with a visual staff
- Execute displays and installations based on strict visual guidelines from Italy
- Dress and style mannequins according to season, category, and/or on hand product
- Teach extensive product knowledge, seasonally, to sales associates at all locations

Ralph Lauren

2008 - 2011

Chicago, IL

Freelance Creative Stylist

- Take direction/implement visual concepts from Windows Manager and Creative team
- Render artistically painted sets, scenic backdrops, and props
- Execute interior changeovers and window installations
- Dress and style mannequins according to corporate guidelines and on hand product
- Preserve the integrity of displays by re-merchandising, redressing mannequins and set maintenance

The White House

2010

Washington, DC

Holiday Decorator

- Discussed design ideas and suggestions with White House staff and designers
- Styled a State Dining Room Christmas tree and created holiday garlands according to theme
- Selected by White House staff to brief the press on themed decor of the White House

## SPECIAL SKILLS

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Theatre Set Designer & Film Production Designer

Scenic painting, set construction, set dressing, original creation of holiday displays, driver's license

## EDUCATION/TRAINING

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Theatrical Design B.A. Columbia College, Chicago, IL

Ralph Lauren - Creative Internship, Chicago, IL

## REFERENCES

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Available upon request