

Paul Ancheta

Visual Merchandising
India

View the full portfolio at <http://www.thecreativefinder.com/paulancheta>

Professional Experience and Curriculum Vitae

<http://www.paulancheta.com/>

I'm an expert in visual merchandising and communication design with international experience in fashion, luxury & lifestyle, food retail, and events.

My passion is designing VM strategies and brand experience initiatives that engage the shopper. I listen to stakeholders and transform their insights into profitable ways of product presentation. Visual identity, ambient media, and writing are three tools I converge to personalize and innovate shopper engagement.

Lots of creative people have great ideas, but lots of these ideas remain only a vision. I design for execution. I bring people together to execute projects, and I delegate for results.

I believe in building communities, both at work and in daily life. I've built cross-cultural teams of visual merchandisers and creative specialists, and I've trained and turned them into exceptional collaborators.

If my expertise or availability doesn't match your requirements, I can refer you to others in the VM community who may be able to help.

Or, we can simply talk about British pop music, an appreciation of South Delhi's diverse residential neighborhoods, and why world peace is inevitable. Let's begin at paul@paulancheta.com.

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Specialties:

Shop design, product display, point-of-purchase, visual identity, ambient media, performing arts, creative writing

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Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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Head - Visual Merchandising
Biba Apparels Private Limited
New Delhi, India
January 2014 – Present

Responsible for overseeing visual merchandising strategies for India's most admired ethnic clothing brand.

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Head - Visual Merchandising
Globeus Stores Private Limited
Mumbai, India
June 2011 – December 2013

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