



Emma Curtis **PORTFOLIO**

CV/
VISUAL MERCHANDISING &
PRESENTATIONS

EMMA CURTIS

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Expertise

Visual Merchandising & Presentation

- Trend research & awareness
- Adapting to all stores stock levels to ensure trends are best represented, shoppable & give the wow factor.
- Mentoring managers on how to maintain their stores merch & how to handle intake
- Developing customer service guideline packs weekly
- Competitor feedback presentation
 - Collating information on competitors, product & services to identify opportunities to improve.
- Involvement in window rack up & trend feedback.

Management Skills

- Mentoring each staff member to be efficient and forward thinking.
- Making all team aware of our goals & KPI's
- Rota coordination across several stores
- Completing all daily/weekly paperwork
- Reporting to the co. divisional managers & directors
- Appraisals & Disciplinary's

Recruitment

- Recruiting full store staffing for new stores, including management.
- Training on all aspects of their role.
- Mentoring management throughout their time with co.

Sourcing & Production

- Sourcing suppliers, materials, finishings
- Accounts management, building great working relationships with clients & suppliers
- Costings & Stock management
- Design of product prototypes
- Structure of the production run through the factory
- Fabric Print Design Software, RasterLink

Summary

Highly motivated & dedicated, I am a person who delivers results under tight deadlines while remaining calm

Adaptability & Problem Solving, Able to think on the spot to make the best decision needed & implement strategies.

Strong background in retail management, Excel at managing mine & my teams time efficiently to attain the best results

Visual merchandising, I thrive at the challenge of using stock available to create a cohesive, to spec tend. Wall to floor, theater's, hotspots, floor moves & POS

Trend awareness, a true passion of mine in work & in my own time, able to adapt research, honing in on each project category required.

Presentation Skills, High standards when it comes to presentation, heightened attention to detail, knowing when to keep it simple or to divulge deeper into the trend/ piece/ fabric/ style

Customer service & Styling, Approachable, Friendly & Attentive. Great product knowledge enables me to help each customer pick the best outfit for their body shape, style & event

Able to Drive as needed

PTO

Work History

Senior Store Manager, Select Fashion, 2022 – July 2025

Completing weekly competitor feedback & "wish we had" & Competitor Feedback presentations alongside several weekly collations for co. trend pack, part of a senior team that ensured smooth running of 21 stores, visual merchandising stores across country, recruitment from sales to management. Alongside my base branch duties.

Base Store Manager, Select Fashion, September 2021 – 2022

Visual merchandising stores to ensure standards are in line with the brand, mentoring team to achieving sales targets, completing several collations from all stores weekly for co. trend pack, keeping all paperwork up to date, stock control, completing shift patterns a month in advance.

Fashion Supervisor, Select Fashion

December 2019 – 2021

Striving to be the best customer service at all times, being friendly & approachable while also having great knowledge of latest trends and expert product knowledge. Supporting management in achieving sales targets, paperwork and all daily and weekly reports. Ensuring the floors standards are in line with the brands visual presentation values.
Presenting myself in line with the brand.

Web Design, Evolution Media, September 2019 – Present

Designing websites on WooCommerce platform, working closely with customers to ensure all navigations, content & design meets their specific needs. Creating back links to ensure their website ranks on google, offering an SEO package aftercare.

Head of Print & Product Design, Daro Soft Furnishings Ltd

Sept 2016 – December 2019

Designed & developing a variety of soft furnishing collections, from concept and design through to manufacture & marketing. Managing a production & manufacturing team. Sourcing, buying & logistics. Account management.

Personal Product Executive, Daro Soft Furnishings Ltd

Sept 2015 – Sept 2016

Preparing print ready files, using Ergosoft rip software, using Mimaki wide format dye sublimated printers, profiling fabric for printing on with i1 Pro. Using Monti Antonio flat bed press & Monti Antonio Rotary press. Personal product design.

Financial Co-Ordinator / Visual Advertiser, Enablers Independent Living Ltd

2008 – Aug 2010 & Returned Dec 2010 - Sep 2015

Rebranding – Logo, Banners, POS, Order of services and events managing. Preparation of complex salaries for inputting, producing invoices and credit notes, liaising with creditors & rota coordination

Sales Executive & demonstrator, Card Central

2005 – Aug 2007

Enthusiastic, friendly & attentive customer service always. Refilling stock & marching new items. Till service & upselling. Demonstrating workshops in decoupage & jewelry making.

Education

Bachelor of Arts:

Fashion - 2010 The University of Northampton - BA Hons 2:1.

National Diploma:

Art and Design - 2007 Chesterfield Collage

GCSE:

9 Including - A's in Art & Music plus C's in Graphics & English Literature Mill Hill School – Ripley – 2005

References Available Upon Request

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IT'S CHILLY

KNITWEAR - OUTERWEAR



01

OPPORTUNITY SLIDES

WISH WE HAD PIECES & TREND EXAMPLES



WISH WE HAD

Trade Pack Product
Feedback

WEEK 2



MIDAXI-DENIM-SKIRT

NEW
LOOK

Tu

H&M

- Every one wants it... the MIDAXI Denim Skirt!
- A step up from last years midi version this is set to be a must have for your capsule collection this year.
- Dark/Light/Indigo/ black & grey for this one yes please.

George.

PEACOCKS

GEORGE £20
TU £24
NEW LOOK £34.99
H&M £27.99
PEACOCKS £25.00

George.

A-CUT-ABOVE-VEST



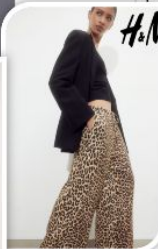
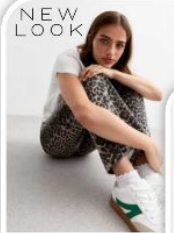
- Square is a flattering & growing trend.
- Brought back from a more elegant time paired with jeans to give an updated sophisticated look.
- Double layer

NEW
LOOK

GEORGE £11
H&M £17
TU £4.50
NEW LOOK £12.99
RIVER ISLAND £20

NEW
LOOK

WIDE-LEG-LEAPORD- TROUSERS

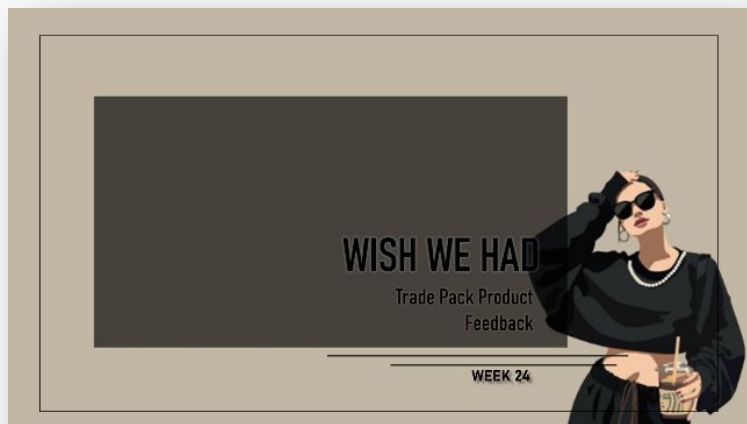


PRIMARK

- From w/l jeans to pull on trousers, these pieces are sold out in most stores & online.
- An effortless way to incorporate the leopard print trend into your wardrobe.
- Great for day-to-night wear, add a heel & lip & your set.

MATALAN

PRIMARK £20
NEW LOOK £39.99
H&M £24.99
MATALAN £20.99
ZARA £45.99



SKORT

H&M

NEW LOOK

PRIMARK

ZARA

George.

- Really big on trend at the moment, in all high street and online stores.
- Giving sophistication/ flattering front but with a cheeky short twist at the back.
- A lot of interest in our girl version, customers asking for the same in women's.

NEW LOOK £21.99
ZARA £25.99
H&M £18.99
PRIMARK £14
GEORGE £16

BUILT-IN-BRA-TOP

M&S

NEW LOOK

PRIMARK

MATALAN

TU

SEVEN ISLAND

- A follow on from the Kardashian's brand then the tiktok viral Mooselover suit, the integral bra vest has hit the highstreets.
- Getting that clean girl look with ease, the cut & fabric looks high end but very affordable price range all round.

NEW LOOK £14.99
TU £14
MATALAN £8
PRIMARK £8
M&S - 2 PACK £22.50

WIDE-LEG-LEOPORD-TROUSERS

NEW LOOK

PRIMARK

ZARA

MATALAN

H&M

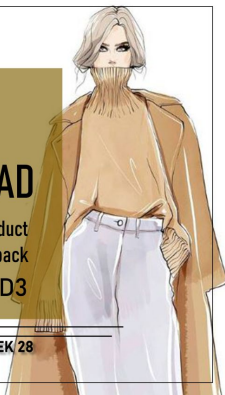
- From w/l jeans to pull on trousers, these pieces are sold out in most stores & online.
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NEW LOOK £39.99
H&M £24.99
MATALAN £20.99
ZARA £45.99

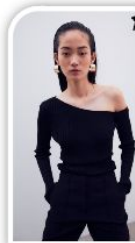
WISH WE HAD

Trade Pack Product
Feedback
D3

WEEK 28



ASYMMETRY



- Whether it be an angular neckline, or juxtaposed shoulder straps, with the visual interest of an angle or sculptural line is simple way to elevate a look.
- Lux to Edgy again with this beast of a neckline.
- The fabric is what sets the trend!

MANGO
ZARA - BLOUSE £39.99
H&M - TOP £21.99
BERSHKA - DRESS £35.99
RIVER ISLAND - BODY £20
MANGO - DRESS £29.99
STRADIVARIUS - TOP £15.99

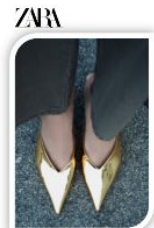
WAX-IT



- Yes this may have been invented in the 19th-century by Scottish sailors & yes the purpose is to keep you warm & dry but... Oversized creating chic silhouette is what this piece is about right now.
- Following from New Looks "brb in the countryside" campaign everyone's after a bit a country chic!

MANGO
ZARA - COAT £129.99
H&M - SHACKET £89.99
RIVER ISLAND £75
MANGO £149.99
STRADIVARIUS £69.99

SLING-BACKS



- Slingbacks have made a prominent comeback this year.
- One of the most classic footwear designs, slingback shoes are elegant and feminine in black, nude & even red.
- Did some one say metallic? Yes please!

MANGO
ZARA £49.99
PULL&BEAR £19.90
H&M £22.99
RIVER ISLAND £35
MANGO £35.99

WISH WE HAD

Trade Pack Product
Feedback

WEEK 32



AVIATOR-JACKET



- Yes its back & its trending!
- This double faced jacket is what influencers are planning there next months content around.
- A capsule piece that will last through to next year.
- Made from faux leather allows for a affordable price point with the look of luxury.



NEW
LOOK



STRADIVARIUS



URBAN
OUTFITTERS



Zara £89.99
New Look £65
Urban £89
Stradivarius £69.99
Boohoo £75
Pull&Bear £49.99
Missguided £78

MIDAXI-DENIM-SKIRT

NEW
LOOK



Tu



H.M

- Every one wants it... the MIDAXI Denim Skirt!
- A step up from last years midi version this is set to be a must have for your capsule collection this year.
- Dark/Light/Indigo/ black & grey for this one yes please.

George.

PEACOCKS

GEORGE £20
TU £24
NEW LOOK £34.99
H&M £27.99
PEACOCKS £25.00

POCKET-SHOULDER-BAG



STRADIVARIUS



BERSHKA



PULL&BEAR



EGO



- All these small shoulder bags are a steal!
- Most under £25 you can achieve either a preppy money look in brown or an edgy girl aesthetic in the black patent.
- Primark also have similar in store in black, brown & cream.



Stradivarius £72.99
Bershka £22.99
Ego £24
Pull&Bear £25.99
Zara £49.99

WISH WE HAD

Trade Pack Product
Feedback

WEEK 40

H&M



PRIMARK*

- Fur coats are still going strong as one of the top fashion trends.
- There is some new colours, and textures out there such as Mongolian lamb and shearing, add depth and dimension to any outfit.

MONGOLIAN-FUX-FUR

F&F



HUSH



NEW
LOOK



TOPSHOP



HUSH £149
TOP SHOP £110
H&M £65
NEW LOOK £54.99
TESCO £49.99

ZARA



SPARKLY-KNITS

H&M



RiverIsland



PEACOCKS

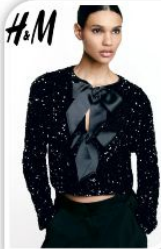


NEW
LOOK

- The Sparkly knit is a great everyday & "out out" fit.
- This subtle touch of sparkle worn with jeans & trainers for day/ elevate it to party wear with a satin pleated skirt and heeled boots.

RIVER ISLAND £45
ZARA £29.99
NEW LOOK £29.99
PEACOCKS £20
H&M £19.99

H&M



RiverIsland

- An ever-present force, bows stick around season after season, yo-yoing between being an underrated detailing to that statement piece
- With cottagecore and balletcore aesthetics on the rise, all things ultra-feminine are taking over.

BOW-DOWN

bachoo



YESSTYLE



& other stories



ANTHROPOLOGIE £120
& OTHER STORIES £95
H&M £34.99
YES STYLE £29.16
BOOHOO £25.20

ANTHROPOLOGIE

02

ATHLEISURE

SPRING - SUMMER -VM



COOL S/S



KHAKI S/S



GREEN S/S





ATHLEISURE

AUTUMN – WINTER -VM

KHAKI A/W



KHAKI A/W



NEUTRALS A/W



BRIGHTS A/W





THE BASICS

DENIM – ESSENTIALS – SEAMLESS - VM



DENIM



ESSENTIALS



SEAMLESS

03

EVERYDAY

SPRING - SUMMER - VM





[illegible]

HOLIDAY PRINTS S/S



KHAKI S/S





EVERYDAY

AUTUMN – WINTER - VM

EARTH A/W





COWBOYCORE A/W



04

IT'S CHILLY

KNIT & OUTERWEAR - VM



COOL A/W





GREEN A/W

KHAKI A/W



THANK YOU

For your time and consideration

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Passionate fashion visual merchandiser and senior store manager, keen eye for design, style and trend awareness. I truly enjoy creating visuals that captivate, enhancing customer experience and increasing sales.

