

Brad Crewe

CREATIVE PROFESSIONAL



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Sydney, NSW, Australia.



ABOUT ME

I'm a senior creative professional with an extensive background across both domestic and international retail markets. Most recently the Head of Visual Merchandising (VM) for Sportscraft, Saba & Jag (APG & Co.), I am currently working as a Creative Consultant and working on many different projects for various clients and brands.

With a holistic VM track record, I can deliver product and interior styling, store concepts and total brand experience to the highest of standards. I bring brand pillars to life for the in-store experience.

- Experience in repositioning of brands as part of senior leadership teams to improve brand results and operating profit;
- Development of new store concepts, most recently working on new concepts for all APG & Co. brands;
- Experience with aggressive roll outs of new store concepts, growth of all brand portfolios in roles to date;
- Extensive project management history - from brand identity and repositioning, to store design concept, space management & various cost saving projects.



MY TRACK RECORD

BRAD CREWE CREATIVE [SYDNEY, AUSTRALIA]

Creative Consultant / Founder

Aug 2020 – Present

www.bradcrewe.com

- Creative Consultant working on various projects across Visual Merchandising, Project Management, Store Concept, Customer Experience, Photoshoot & Video Shoot Styling, Product Styling, Showroom Styling, Property Styling;
- Collaborator with Huddle Hub (www.huddlehub.com), a Sales and Marketing Consultancy targeted to help small business and social enterprise around the world.

SPORTSCRAFT, SABA & JAG - APG & CO. [SYDNEY, AUSTRALIA]

Head of Visual Merchandising (VM)

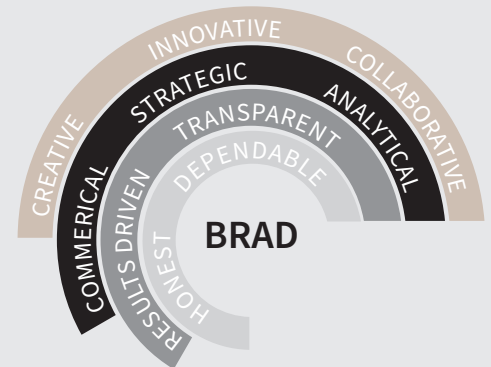
Aug 2019 – Jul 2020

www.apgandco.com.au

- Responsible for all VM output for Sportscraft, Saba and Jag brands with free stand stores and concessions across the Australian and New Zealand markets;
- Window concept, campaign and mannequin styling for all stores and concession pad;
- Styling, merchandising, ranging and product placement for all collections for varying store grades across all stores and concession pad;
- VM Guides for all above & all VM communication for VM team, retail and store teams;
- Collateral ordering & allocating of all print and propping for stores and concessions;
- Store opening VM overlay items & ongoing ordering of all items for all new stores and refurbished stores;
- Extensive roll out of new stores in twelve month period: **14** Free Stand Stores, **2** new concept concession pads & a complete roll out of **30+** new Jag Men's concession pads within David Jones;
- Design & decoration items bought and developed for all brands including propping, top of shelf display items as well as furniture, finishes & selection of art & design objects;
- Close collaboration with Property team on all new store projects, from design approvals to finishes schedules and incorporation of VM overlay into each new store concept;
- Execution of all VM nationally with field VM teams along with ongoing training of all retail team members;
- Translation of product, marketing & planning strategies into the customer experience in-store through delivery of all VM direction and standards;



WHO AM I?



INTERNATIONAL EXPERIENCE

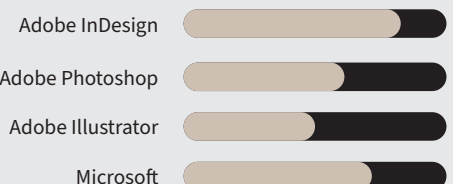


Australia
New Zealand
UAE

Qatar
Bahrain
Kuwait



PROFESSIONAL SKILLS



- Store numbers: Sportscraft, **61** free stand stores & **93** concessions / Saba, **19** free stand stores & **90** concessions / Jag, **2** free stand stores & **58** concessions;
- Head Office VM Team of **3** as well as a National Field VM Team of **21** across Australia and New Zealand with teams across all states and regions.

VM Manager - Store Concept & Customer Experience

Feb 2017 – Jul 2019

- Previous role as Visual Merchandising (VM) Manager - Store Concept & Customer Experience for Sportscraft, Saba & Jag;
- This role encompassed all VM at a National level with a Head Office VM Team as well as a National Field VM Team across Australia and New Zealand;
- This involved a complete set up of VM department as no systems were in place and a full restructure was required to get department up and running;
- This role was responsible for all facets of customer experience with a lot of work on new concept store development for all brands and extensive roll out of new / refurbished stores;
- Roll out numbers of stores within a six month period: **14** Free Stand Stores, new concept concession pads & a complete roll out of **30+** new Women's Jag concession pads within David Jones.

SUPRÉ, COTTON ON GROUP [MELBOURNE, AUSTRALIA]

Brand VM Manager - Supré

June 2015 – June 2016

- Supré (est 1984) www.supre.com.au
- Acquired by the Cotton On Group www.cottonongroup.com.au in 2013;
- Category: Iconic female youth fashion - Australia, New Zealand, South Africa;
- 1,000 staff across **110** stores;
- Major brand repositioning exercise across every department;
- My role as Brand VM Manager for Supré was a 12 month maternity leave contract role;
- Direct reports of **4** and a full department of **19**;
- Primary responsibility to lead and drive the Supré Visual Merchandising team to conceive, develop and prepare the visual story that reflects the seasonal direction and brand strategies to maximise sales within all stores.

KAMAL OSMAN JAMJOOM ESTABLISHMENT [DUBAI, UAE]

Brand Manager - Soiree

January 2013 – November 2014

- Soiree is a lingerie brand specialist within the Middle East www.soiree-me.com;
- Part of the Fashion division of Kamal Osman Jamjoom Group, (KOJ Group) www.kojamjoom.com;
- Category: sensual lingerie, beauty and playful accessories;
- New brand development - from start up in 2010 to **21** stores today;
- As Brand Manager I lead all aspects of the brand from Product Design & Development, Buying, Merchandise Planning, Marketing to the store environment and Visual Merchandising;
- Direct reports of **5** for head office team.

Head of Marketing, VM & Store Concept – Nayomi & Soiree September 2011 – January 2013

- Nayomi is the leading lingerie brand specialist in the Middle East www.nayomi.com.sa;
- Part of the Fashion division in KOJ Group; www.kojamjoom.com;
- Category: everyday womens nightwear, lingerie, loungewear and beauty;
- **185** locations throughout Middle East, market leader for the region;
- My role was to head up the Marketing and Visual Merchandising departments for Nayomi;
- Direct reports of **2** and full departments of **20**.

Visual Merchandising Manager – Nayomi

February 2007 – September 2011

- Brand details as per above role: www.nayomi.com.sa;
- **110** locations throughout Middle East, market leader for the region;
- My role was to head up the Visual Merchandising department for Nayomi;
- Direct reports of **7**;
- Main objectives with this role were to introduce all basic Visual Merchandising disciplines and launch systems for the VM department to run effectively.

THE JUST GROUP [SYDNEY, AUSTRALIA]

Visual Merchandising Manager NSW/ACT/ QLD / NT – The Just Group

Dec 1988 – Feb 2007

- Various State VM Management team leadership roles within those years, leading field teams for stores within various states – NSW, ACT, QLD, NT;
- Responsible for the VM standards & overall store appearance across Just Jeans, Jay Jays & Dotti brands;
- Management of a VM team of **8** people in all forms of training, rostering & setting of direction for window & in-store promotions.



INTERESTS

DESIGN
INTERIOR DESIGN
TRAVEL ART
PHOTOGRAPHY
STYLING
RUNNING
GYM
SWIMMING
TECH
SOCIAL MEDIA



EDUCATION

UNIVERSITY OF NEWCASTLE

NEWCASTLE, NSW, AUSTRALIA

Bachelor of Arts – Graphic Design

WESTPORT TECHNOLOGY HIGH SCHOOL

PORT MACQUARIE, NSW, AUSTRALIA

Higher School Certificate

MORE ABOUT ME



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