

EDDY CHIH SHUN FUNG (冯致信)

Kowloon, Hong Kong

+852 64644343

eddy333@gmail.com

EDUCATION

THE CHINESE UNIVERSITY OF HONG KONG, Hong Kong

Diploma in Management Communication

PARSONS SCHOOL OF FASHION - NEW SCHOOL, New York

BFA Fashion Design

WORK HISTORY

Visual Merchandising and Design Director

SHANGXIA, Shanghai

May 2021 to Oct 2021, reporting to the COO

- Led all VM related matters across all stores in the region: Shanghai, Hangzhou, Beijing, Chengdu, Shenzhen, Taiwan, Hong Kong
- Created planograms to assist with arrangements of in-store merchandise to optimize visual aesthetics that will essentially contribute to sales
- Devised & designed seasonal window programs for all stores which tied back to seasonal RTW, home, and other core collections
- Created innovative displays, merchandising, and styling techniques
- Created the VM standards manual/guidelines
- Introduced the SKU-capacity exercise to maximize sales through better use of in-store fixtures and props
- Developed new global store concept and fixtures

Owner

CB3S, Hong Kong

April 2020 to May 2021

- Cb3S is an extension of COMPOUNDBY3SPIRIT, initially founded in 2009 under Three Spirit International Limited. In 2020 COMPOUNDBY3SPIRIT was transformed into a design service offering “The Thre3 Finest Elements of Design”
- Launched a new upcycled design project in January, 2021 where bags are hand sewn, utilising unused fabrics. (<https://www.cb3s.com/something-new>)
- Developed and executed collective design capsule collections with select local artists, designers, and various non-profit foundations. Designs were exclusive for online sale. Sales proceeds (50%) were donated to assist with education and promote awareness.

Head of Design

FORMIA, Hong Kong

November 2017 March 2020, reporting to the CEO

- Gave design directions and created concept briefs based on respective brand guidelines. Product requirements and trends were translated into relevant products and relatable concepts for our customers
- Actively participated and delivered customer and in-house presentations
- Effectively communicated with various departments such as Customer Service, Sales, Purchasing, and Product Development teams to ensure that consistent information was shared. The timely arrival of immaculately-made samples was essential in preparation for various airline presentations
- Developed design processes and procedures to meet the needs of the business for now and future
- Gave directions on latest trends to drive businesses to a different level of expertise

Director - Creative Services

NEWTIMES DEVELOPMENT LTD, Hong Kong

January 2016 to October 2017, reporting to the CEO

- Created “CORPORATE” department, which was a research & development service to support the 5 main businesses within Newtimes
- Provided creative solutions regarding design assistance & support to all clients under the Newtimes umbrella
- Developed relationships and managed vital customers creative teams (Ann Taylor, Ralph Lauren, Nordstrom, DVF, Vince & AEO)
- Developed the seasonal corporate collection and curated seasonal trend presentations with a focus on sharing the latest intelligence through market research
- Actively utilized resources of the design office in India
- Created resources and centralized all information related to design (fabric, trim, trend info, and magazine)

Regional Visual Merchandising Manager

LVMH - MARC JACOBS INTERNATIONAL, Hong Kong

July 2013 to December 2015, reporting to the Managing Director

- Actively engaged in communications on all VM-related matters to relevant partners in regions covering HK, Taiwan, Korea, Singapore, Thailand, Malaysia, Indonesia, Macau, Philippines, and Vietnam
- Responsible for communications on all VM-related matters with DFS networks, including Hawaii, Guam, Saipan, Okinawa, Bali, Singapore, and HK
- Implemented fundamental structures for businesses to build more robust communication channels. e.g., submission of monthly VM reports, and the application of SKU capacity exercise
- Directed and hosted bi-annual VM seminars, which included intense workshops, exercises, and demonstrations to visiting partners

- Created the “VM-BIBLE” to the business where all footprints and vital information regarding store size, location, SKU capacity, fixture, and product mix are kept in one system for easy access
- Introduced the SKU capacity exercise, which helped to differentiate a flagship store from an A-door store to a B-door, to C-door

Freelance Designer (Window)

TSE CASHMERE, Hong Kong

February 2013 to June 2013, reporting to the Merchandising Director

- Designed window programs for both TSE & TSESAY collections
- Executed & implemented all window programs in Hong Kong, Macau, and China
- Redesigned and re-merchandised all stores to visually complement the window programs for SS13' collection for TSE & TSESAY brands
- Actively communicated with merchandising team to redesign VM guidelines to elevate the standards of visual experiences throughout all stores

Creative Director

THREE SPIRIT INTERNATIONAL LTD – COMPOUNDBY3SPIRIT, Hong Kong

July 2009 to July 2013

- Created all design directions for the COMPOUNDBY3SPIRIT brand
- Merchandised/Styled apparel collection (menswear) into different looks for launch in markets such as the US, Australia, Hong Kong, and China
- Revised website launched in May 2020 where www.compoundby3spirit.com was transformed into Design Services - PROVIDING THE 3 FINEST DESIGN ELEMENTS
- Online store www.cb3s.com was launched in June 2020 to continue to sell three different categories of products: Something New, Something Old, and Something Borrowed

Visual Merchandising Manager
LVMH - LOUIS VUITTON, China

March 2008 to June 2009, reporting to the Merchandising Director

- Orchestrated and implemented store set-up for all new stores in China. 2008 projects/store openings included: Sanya, Changchun, Suzhou, Qingdao, Changsha, Urumqi, Dalian, and Wuhan
- Strategically communicated with merchandisers from different categories to decide and confirm relevant products for animation within stores and in all windows across the China region e.g. display and highlight key best sellers
- Implemented a new structure for existing VM team to assist them in managing a total of 24 stores
- Designed and executed bi-annual VM seminar for all VM ambassadors and in-store VM specialists for information sharing
- Designed and implementing special window programs for China e.g. “China-Run”
- Prepare budget proposals to ensure expenditure meets the demands of costs for window props and window installations. The proposition of locally-sourced/produced props for all in-store merchandise use was to participate in cost-reduction exercise
- Worked strategically with communication team to provide assistance during special promotional events, to ensure brand image is well maintained and represented

Regional Visual Merchandising Manager

RICHEMONT LUXURY ASIA PACIFIC LTD – CHLOE, Hong Kong

September 2007 to March 2008, reporting to the Managing Director

- Responsible for all VM-related matters for CHLOE and See by Chloe accessories/RTW collections within wholesale/retail operations in APAC (HK, China, Taiwan, Singapore, Thailand, Korea, Indonesia, Malaysia)
- Strategically communicated with respective merchandisers on collections to decide and confirm products animation within stores and in all windows across the Asia Pacific region
- Directed and coordinated all set-up of new store openings and new window installations, calculated/managed VM budget and responsible for allocation of all VM-related expenditures
- Delivered training to all office & in-store staff on all VM-related concerns

Product Development Manager / Trend Developer

COLES MYER ASIA LTD, Hong Kong

February 2005 to February 2007, reporting to the Head of General Merchandise & Head of Apparel & Accessories

- Forecasted latest (relevant) trend directions for TARGET/KMART brands in home and fashion categories, created color directions and presentation boards
- Responsible for product development processes for KMART/ MYER brands in women's collection, accessories & homewares. Responsible categories included: casual woven, denim, sleepwear, accessories, soft home (bed linen, cushions, towels) and hard home ceramics, outdoor/Indoor furniture, storage solutions, and garden accessories)

LANGUAGES

Fluent in spoken and in written English, fluent in spoken Cantonese, conversational Mandarin, basic knowledge of German