



Curriculum Vitae

born in Wilhelmshaven/Germany. 1979-1981 training as a commercial assistant, Karstadt Warenhaus AG, Wilhelmshaven. 1981-1983 customer consultant Dykhoff, Hamburg. 1983-1987 course of studies in clothing techniques and fashion design, Fachhochschule Hamburg (Fashion Designer). 1988-1989 fashion designer, design of collection, supervision of buying and production, Otto Versand Hamburg. 1989-1993 design of collection, supervision of buying and production, Far East, Jebsen&Jessen Hamburg. 1993-1994 creative product manager, Casa Blanca, Hamburg. 1994-1997 creative product manager, BECON, Berlin. 1998-1999 course of studies, Institut für Marketing und Kommunikation, Berlin (Marketing Communicator IMK). 1999-2005 KaDeWe Department Store, assistant advertising manager, 2003-2005 advertising manager, responsible for advertising, visual merchandising, events. 2005-2007 Marc O'Polo International GmbH, Head of Visual Brand Management. Since 2008 independent Visual Brand Management Consultant.

geboren in Wilhelmshaven. 1979-1981 Ausbildung zum Handelsassistenten, Karstadt Warenhaus AG, Wilhelmshaven. 1981-1983 Kundenberater, Dykhoff, Hamburg. 1983-1987 Studium Bekleidungstechnik und Modedesign, Fachhochschule Hamburg (Dipl. Bekleidungstechniker). 1988-1989 Modedesigner, Kollektionsentwicklung, Einkauf und Produktionsüberwachung, Otto Versand Hamburg. 1989-1993 Kollektionsentwicklung, Einkauf und Produktionsüberwachung Fernost, Jebsen&Jessen, Hamburg. 1993-1994 Produktmanager Creativ, Casa Blanca, Hamburg. 1994-1997 Produktmanager Creativ, BECON, Berlin. 1998-1999 Studium, Institut für Marketing und Kommunikation, Berlin (Marketing-kommunikationswirt IMK). 1999-2005 KaDeWe, Assistent der Werbeleitung, ab 2003 Werbeleiter KaDeWe, verantwortlich für Werbung, Visual Merchandising und Event. 2005-2007 Marc O'Polo International GmbH, Leitung Visual Brand Management. Seit 2008 selbständig als Visual Brand Management Consultant.

né à Wilhelmshaven en Allemagne. 1979-1981 Formation d'assistant commercial, Karstadt AG, Wilhelmshaven. 1981-1983 Conseiller de clientèle, Dykhoff, Hamburg. 1983-1987 Études en technique d'habillement/stylisme, I.U.T de Hamburg (Diplôme de technicien supérieur en technique d'habillement). 1988-1989 Styliste de mode, Développement de collection, achat et supervision de la production, Otto Versand Hamburg. 1989-1993 Développement de collection, achat et supervision de la production, Extrême-Orient, Jebsen&Jessen, Hamburg. 1993-1994 Chef de production créative, Casa Blanca, Hamburg. 1994-1997 Chef de production créative, BECON, Berlin. 1998-1999 Études, Institut für Marketing und Kommunikation, Berlin (Consultant diplômé en marketing et communication IMK). 1999-2005 KaDeWe, Assistant de la direction du marketing, depuis 2003 Directeur de publicité du KaDeWe, responsable de la publicité, du merchandising visuel, et des événements. 2005-2007, Marc O'Polo International GmbH, direction du Visual Brand Management. Depuis 2008 indépendant en tant que Visual Brand Management Consultant.



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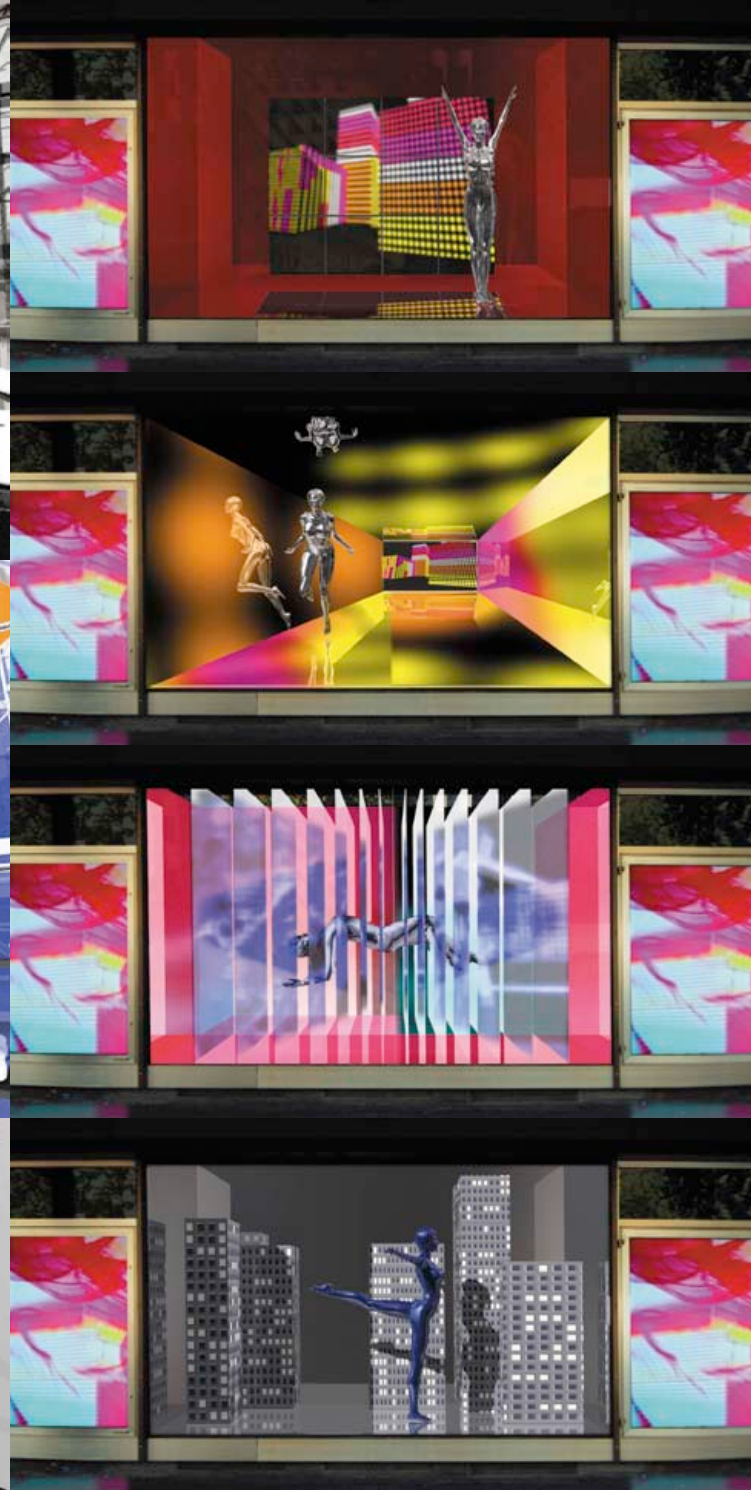
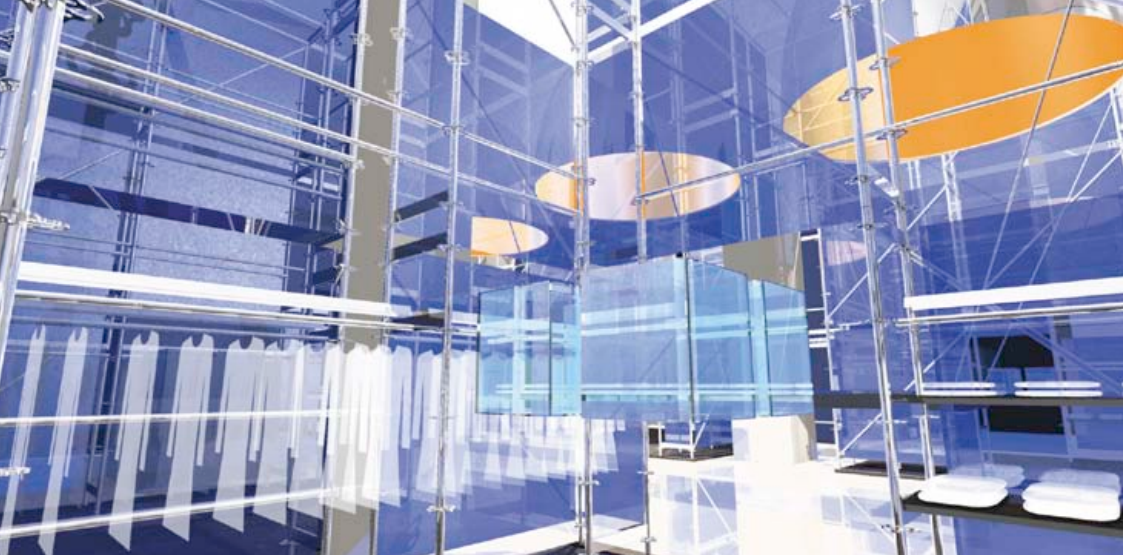
»Von Kopf bis Fuß«
KaDeWe presentation
spring/summer for:

- Strenesse
- D&G
- Armani Collezioni
- Versace Classic



»Welcome to Versailles«
KaDeWe presentation
on the occasion of
»Bread&Butter«





»Designer Fashion«
Design-Concept for
KaDeWe presentation

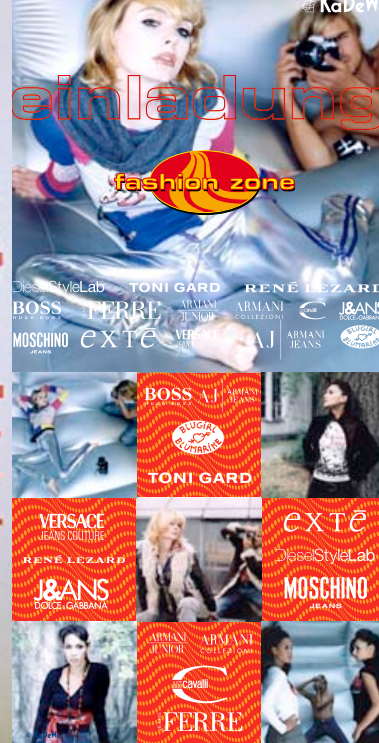


»Designer Fashion«
KaDeWe presentation
spring/summer





»Fashion Zone«
Design-Concept for
KaDeWe presentation



»Fashion Zone«
KaDeWe presentation
autumn/winter





»Fashion Zone«
KaDeWe opening event
autumn/winter





»Fashion Zone«
Armani Collezioni
Armani Junior
KaDeWe presentation



»Young Fashion«
KaDeWe presentation
spring/summer



Marc O'Polo
KaDeWe presentation
spring/summer



»berlin goes fashion«
KaDeWe presentation
young fashion
autumn/winter





Akris Punto
Salvatore Ferragamo
KaDeWe presentation
autumn/winter

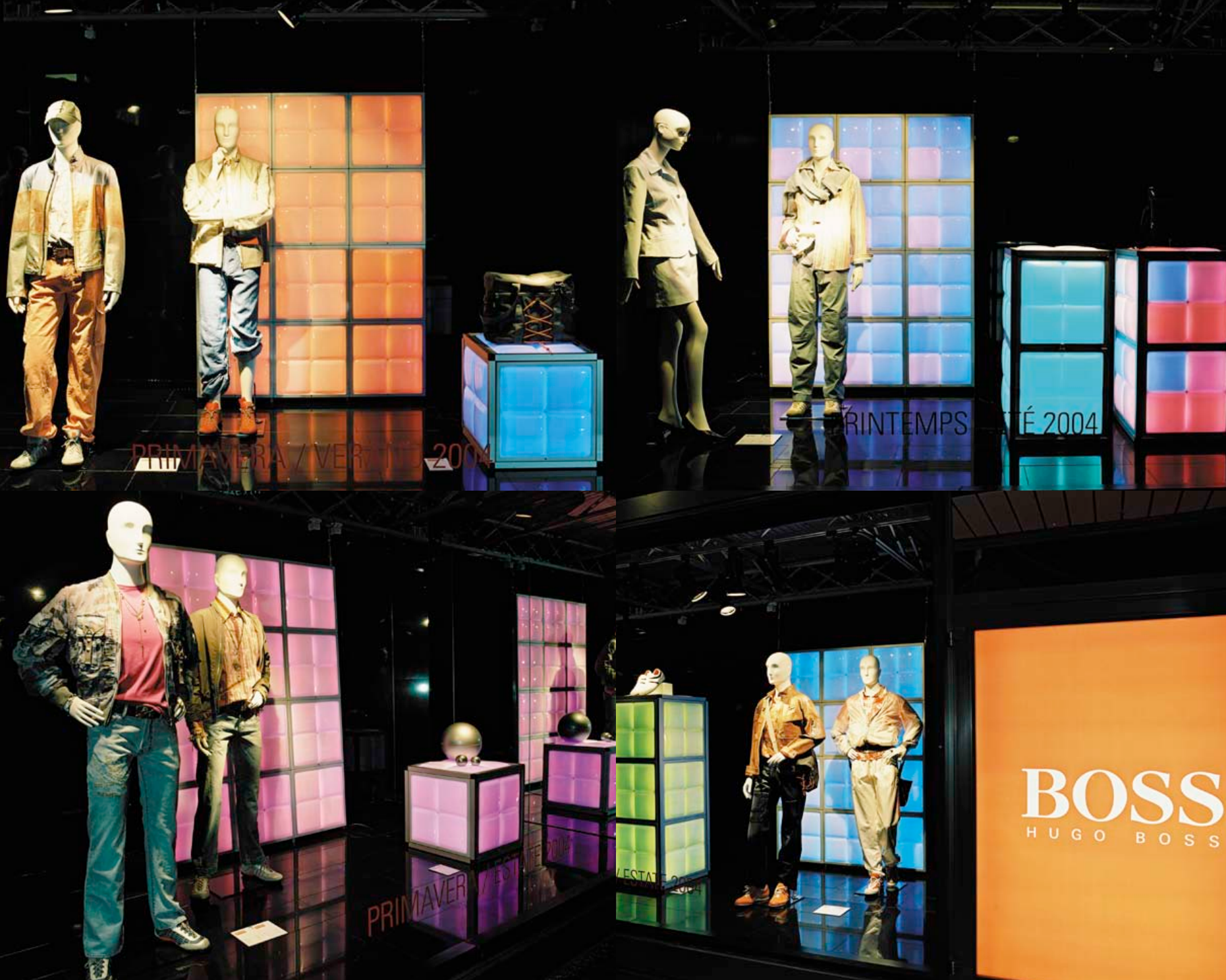


»RARE/No-Li-Ta«
KaDeWe presentation
autumn/winter



»berlin goes fashion«
KaDeWe presentation
spring/summer

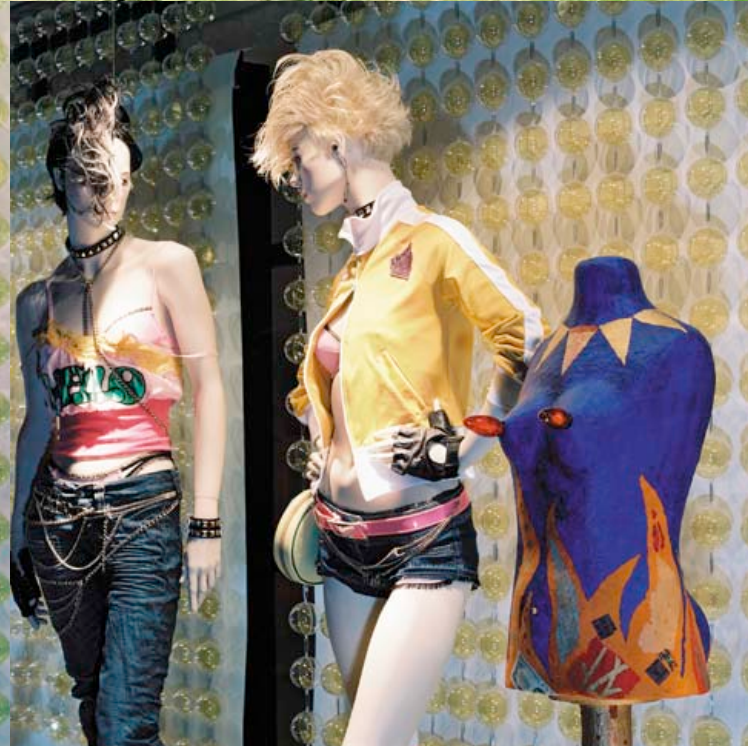




BOSS Fashion
BOSS Black Label
BOSS Women
BOSS Orange Label
KaDeWe presentation
spring/summer



»Fornarina«
KaDeWe presentation
spring/summer

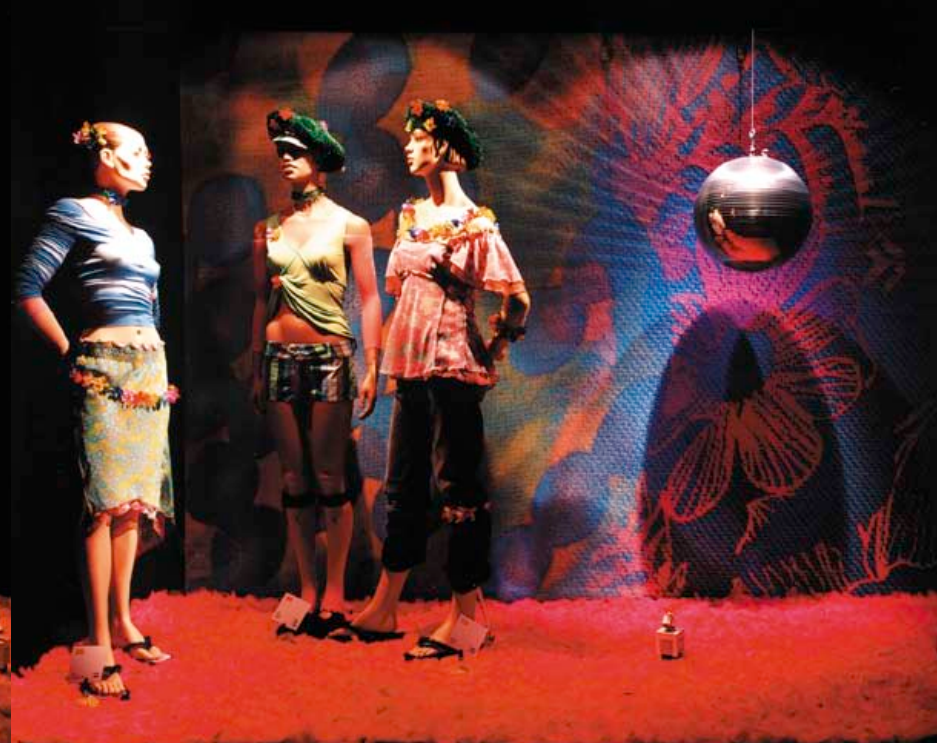




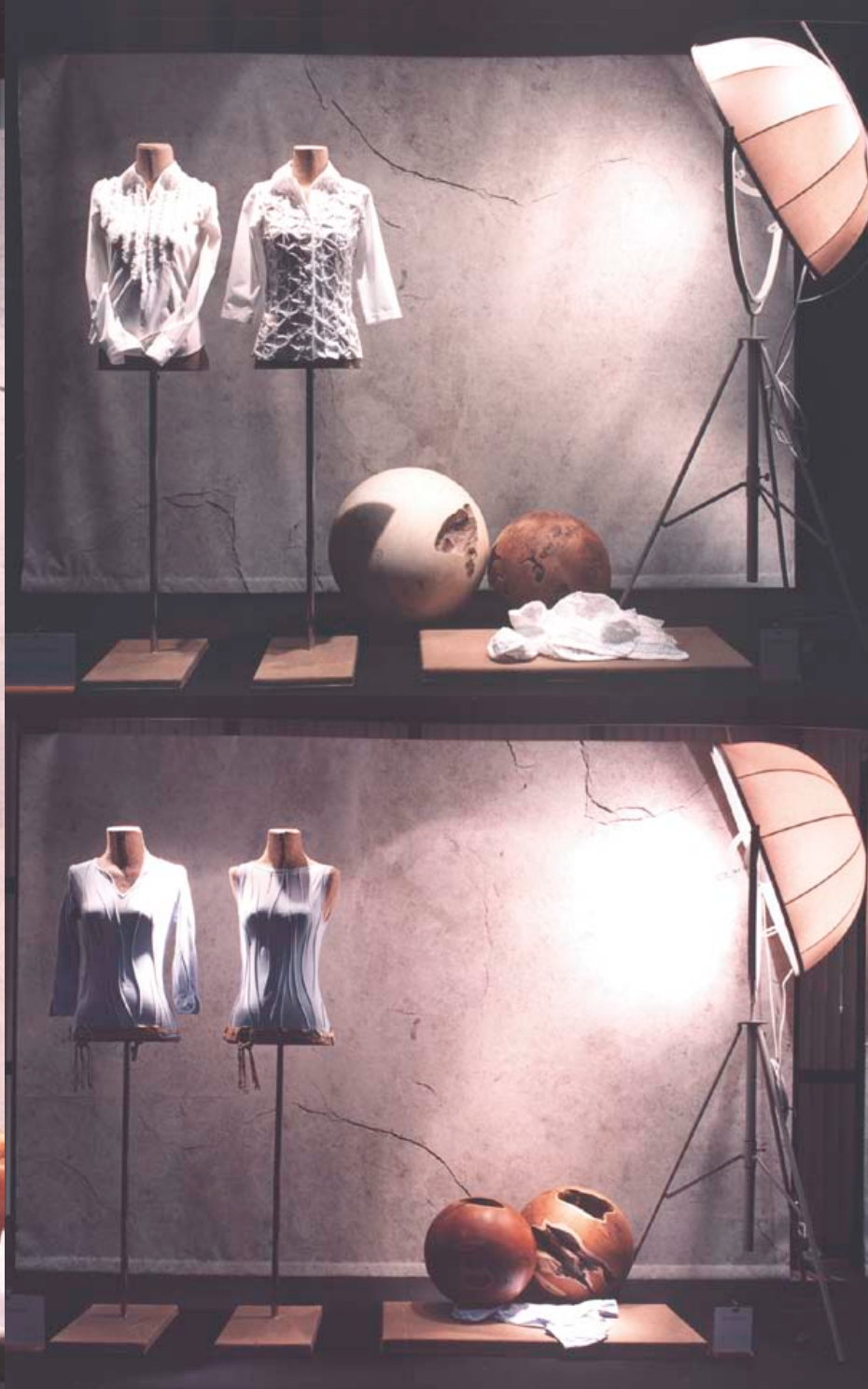
Féraud
KaDeWe presentation
spring/summer



Thierry Mugler
KaDeWe presentation
spring/summer



»DIESEL«
KaDeWe presentation
spring/summer



Anne Fontaine
KaDeWe presentation
spring/summer



Accessoires
KaDeWe presentation
spring/summer



Wellendorff
KaDeWe presentation



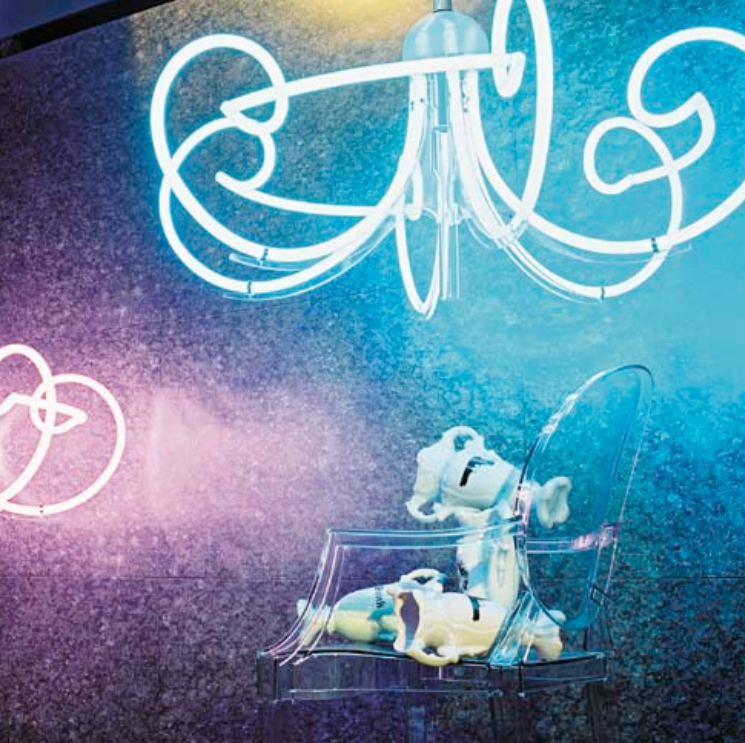
Persian design-carpets
and classical carpets
from India
KaDeWe presentation



JAB
ANSTOETZ

STOFFE FÜR
WOHNDRÄUME

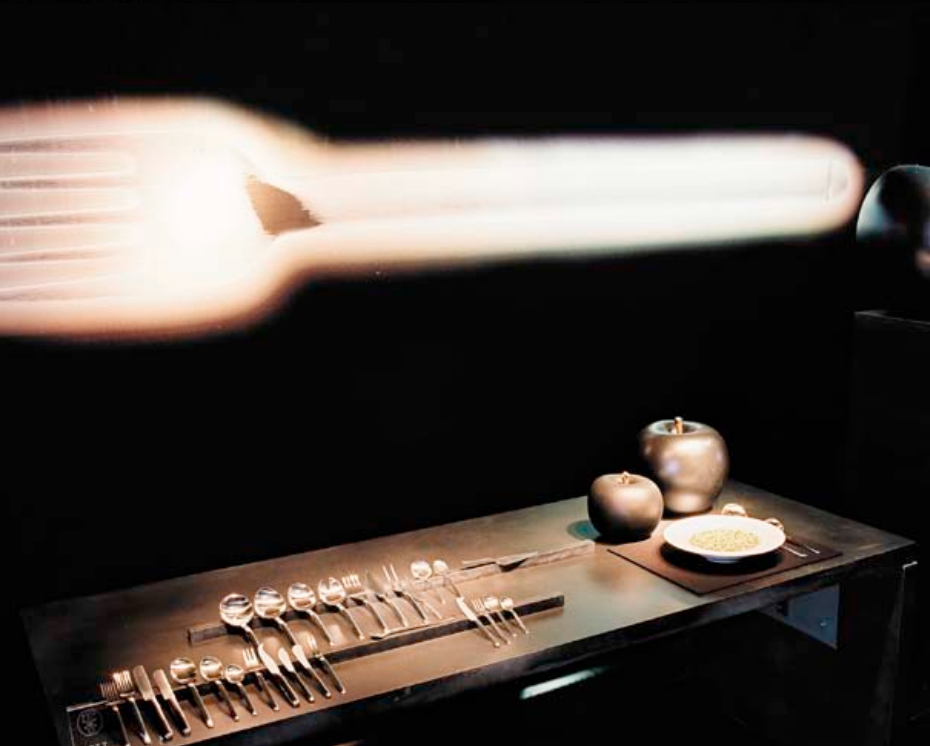
JAB Anstoetz
KaDeWe presentation



Luce-Alternative
KaDeWe presentation



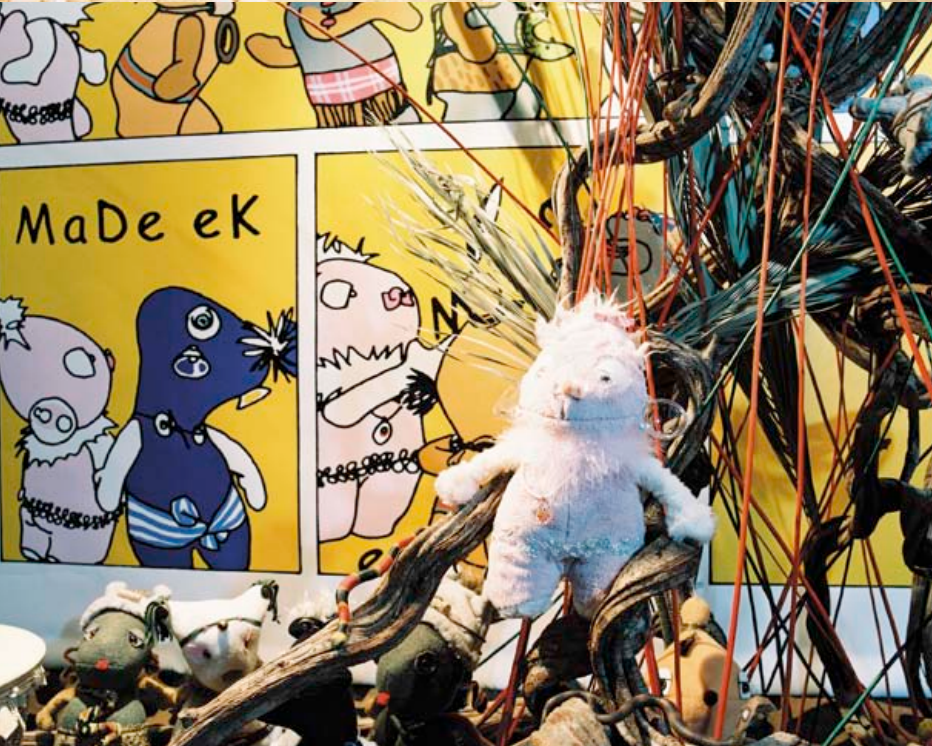
100 Jahre Pott
KaDeWe presentation



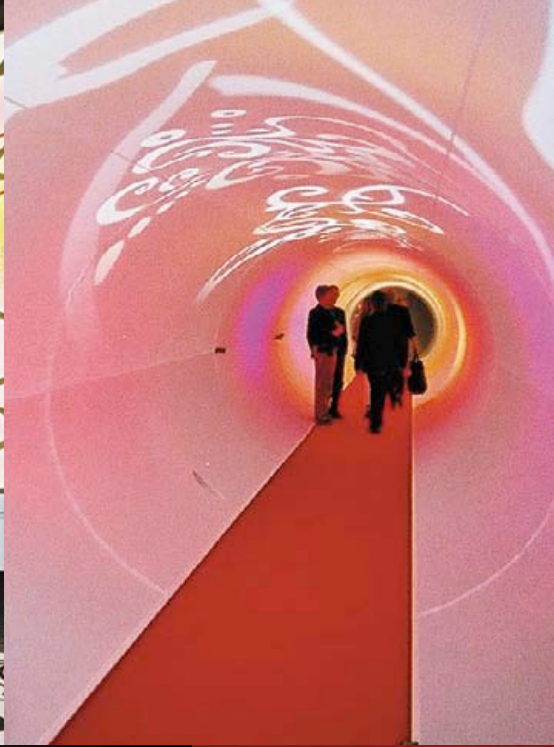


Haushaltwaren
KaDeWe presentation





Sigikid
KaDeWe presentation



Opening event for the new »Beauty Department«





Opening event for the new »Luxury Boulevard«





Herend
KaDeWe presentation





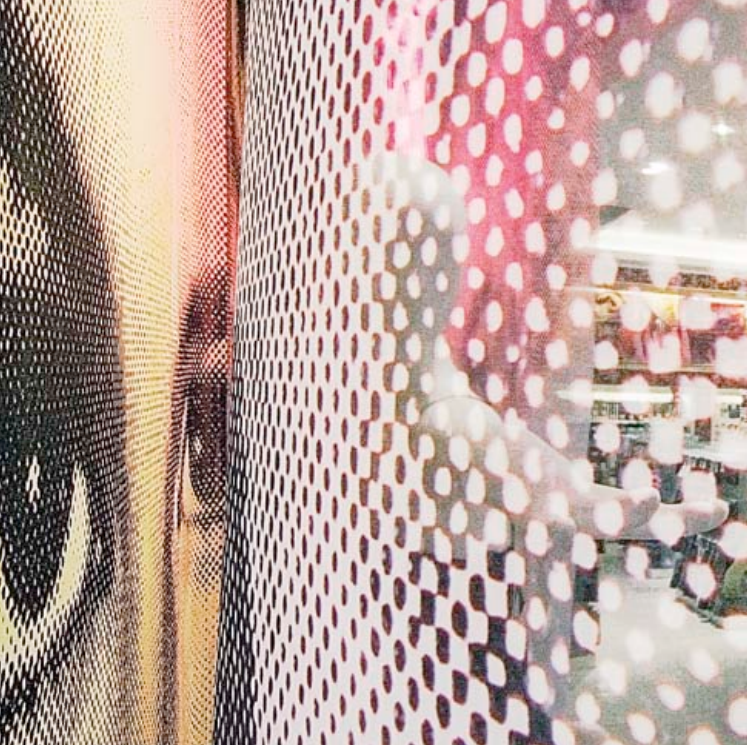
Herend
KaDeWe opening event



25 Years VOGUE
POS presentation



Beauty Department
POS presentation



Lingerie
POS presentation





Jewellery
POS presentation



Easter
KaDeWe presentation



Easter
KaDeWe presentation





The Spirit of Christmas

The Spirit of Christmas

The Spirit of Christmas

The Spirit of Christmas

KaDeWe

KaDeWe

KaDeWe

KaDeWe



Christmas
KaDeWe presentation





Christmas
KaDeWe presentation





KaDeWe
Solitaire MasterCard

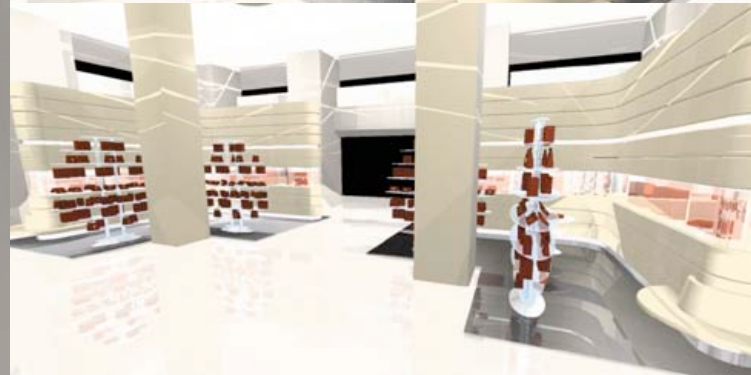
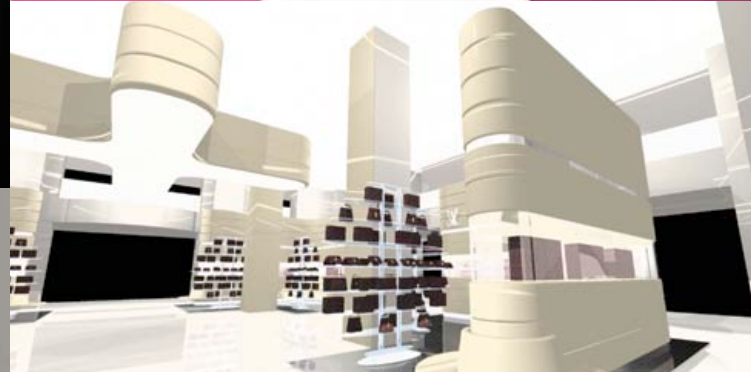
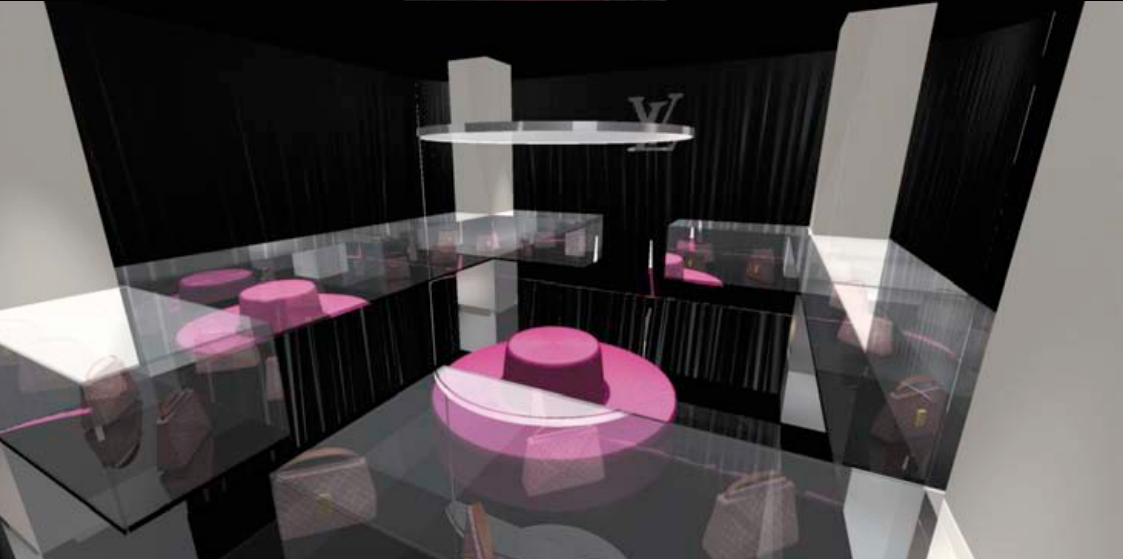


»Metamorphose«
Rebuilding campaign

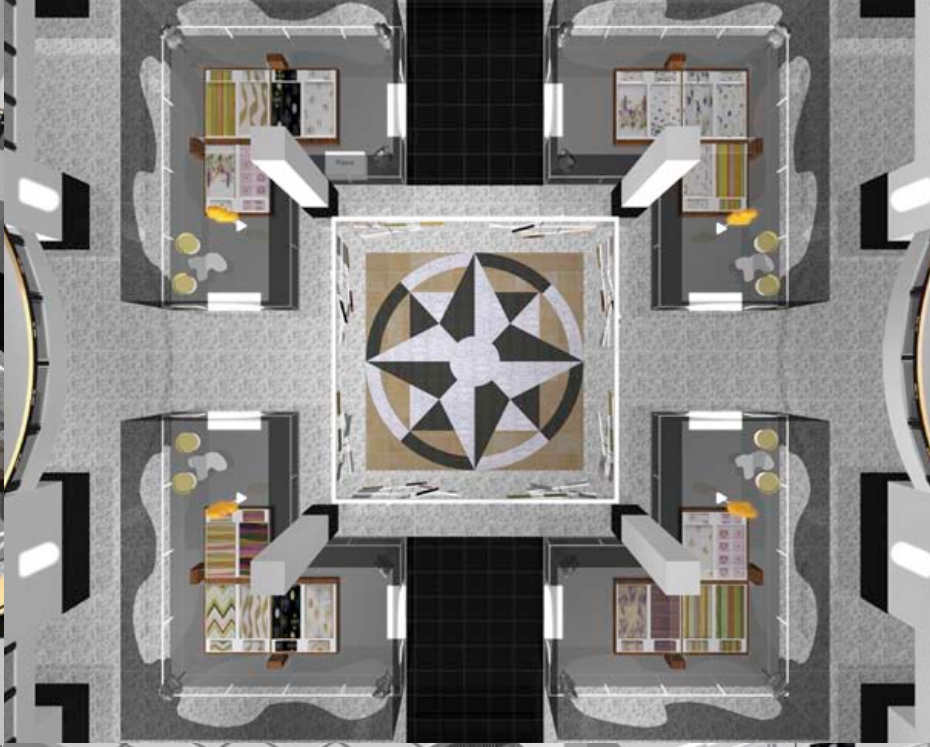




»Manga Connection«
Design-Concept for
KaDeWe presentation



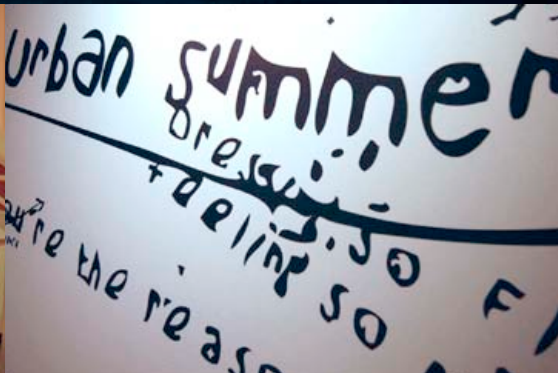
»Louis Vuitton«
Design-Concept for
KaDeWe presentation



»Fischbacher«
Design-Concept for
KaDeWe presentation



s.Oliver
Urban Summer





s.Oliver
QS by s.Oliver





Marc O'Polo
Campaign concepts





Marc O'Polo
»SINCE 67«
40 years Marc O'Polo



Marc O'Polo®

Marc O'Polo®

Marc O'Polo®

Marc O'Polo
autumn/winter





Marc O'Polo
»African Lodge«
spring/summer



Marc O'Polo
»Scandinavian Summer«
spring/summer



Marc O'Polo
 »Scandinavian Summer«
 spring/summer
 Special windows
 at KaDeWe, Berlin





Marc O'Polo
Christmas





Marc O'Polo
»PreChristmas«



Marc O'Polo
Accessories
autumn/winter



Marc O'Polo
Campus campaign
autumn/winter



Marc O'Polo
autumn/winter



Marc O'Polo
 »The Match«
 Special collection
 FIFA World Championship
 Germany 2006



Marc O'Polo
 »The Match«
 Special collection
 FIFA World Championship
 Germany 2006
 Window presentation at
 Galeries Lafayette, Berlin

