

LUXURY RETAIL / FASHION / VISUAL CULTURE

PEDRO MACHADO

Luxury Retail & Visual Merchandising Leader

SENIOR FASHION STYLIST / BRAND EXPERIENCE

CREATIVE LEADERSHIP / RETAIL EXCELLENCE

BASED

Portugal

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PORTFOLIO

pedro-machado-portfolio.netlify.app OPEN

PROFESSIONAL PROFILE

Luxury Retail and Fashion professional with over 25 years of international experience spanning Visual Merchandising, Retail Leadership, Luxury Fashion Styling, Fashion Design and Brand Experience. Throughout my career, I have built a reputation for combining creative excellence with commercial vision, leading teams, elevating customer experiences and translating luxury brand identities into compelling retail environments and premium visual storytelling.

My international career across Portugal and the United Kingdom includes leadership and creative roles with Primark Iberia, Farfetch, Suitsupply London and Edit Suits London, as well as more than a decade in Fashion Design and Head Designer positions within the Portuguese textile industry.

Recognised for leadership, refined aesthetic sensibility, attention to detail and a collaborative approach, I combine creative direction, premium visual storytelling, team development and commercial vision without compromising brand integrity.

SELECTED HIGHLIGHTS

- 25+ years in Fashion, Luxury Retail and Visual Merchandising
- International career across Portugal and the United Kingdom
- Leadership in luxury retail and high-volume commercial environments
- More than seven years at Farfetch
- Menswear, Womenswear and Fine Jewellery styling
- Visual Merchandising, Brand Experience and Commercial Storytelling
- Leadership, coaching and development of high-performing teams
- Fashion Design, Luxury Retail, Creative Styling and Retail Operations

EDUCATION

Bachelor's Degree in Fashion Design - CITEX, Porto

Fashion Buying & Promotion - CITEX, Porto

Product & Brand Management - CITEX, Porto

First Certificate in English (FCE) - University of Cambridge

LANGUAGES

Portuguese: Native / English: Fluent / Spanish: Fluent / French: Professional Working Proficiency

SELECTED LUXURY BRANDS

Prada / Miu Miu / Brunello Cucinelli / Loro Piana / Rick Owens / Loewe / Saint Laurent
 Gucci / Bottega Veneta / Balenciaga / Valentino / Tom Ford / Dolce & Gabbana / Alexander McQueen
 Burberry / Moncler / Cartier / Messika / Pomellato / Boucheron / David Morris

PROFESSIONAL EXPERIENCE

01 VISUAL MERCHANDISING MANAGER

Primark Iberia

JANUARY 2026 - JULY 2026

Led the Visual Merchandising function within a fast-paced retail environment, translating commercial objectives into engaging customer journeys while ensuring consistent execution of global visual standards.

KEY RESPONSIBILITIES

- Led, inspired and developed the Visual Merchandising team, promoting creativity, accountability and operational excellence.
- Delivered seasonal launches and commercial campaigns in line with business priorities and brand guidelines.
- Planned product presentation, space optimisation and merchandising strategies to maximise customer engagement and sales performance.
- Worked closely with Store Management to align visual execution with commercial objectives.
- Maintained exceptional visual standards across all departments while ensuring consistency and operational efficiency.
- Supported commercial decision-making through continuous analysis of store performance and customer behaviour.

02 SENIOR STYLIST

Farfetch

AUGUST 2018 - NOVEMBER 2025

Senior Fashion Stylist responsible for producing luxury editorial and e-commerce imagery across Menswear, Womenswear and Fine Jewellery for one of the world's leading luxury fashion platforms. Working within a highly collaborative creative environment, I partnered with photographers, art directors, producers, creative leads and production teams to deliver visually compelling content that balanced creativity with commercial impact.

KEY RESPONSIBILITIES

- Styled luxury collections for internationally recognised maisons across fashion and fine jewellery.
- Produced premium editorial and e-commerce imagery while maintaining the highest visual and creative standards.
- Ensured every styling decision reflected each brand's identity, positioning and aesthetic values.
- Collaborated with multidisciplinary teams to deliver high-quality visual content within demanding production schedules.
- Contributed to creative innovation while supporting commercial objectives and brand consistency.
- Mentored junior stylists and actively contributed to the development of creative workflows and team performance.

03 STORE MANAGER

Suitsupply London

MARCH 2017 - JULY 2018

Managed the operations of a premium tailoring boutique in London, leading commercial performance, people development and customer experience within an international luxury retail environment.

KEY RESPONSIBILITIES

- Led recruitment, coaching and performance development of the sales team.
- Delivered personalised client experiences and long-term customer relationships.
- Managed commercial performance, KPIs and daily retail operations.
- Maintained exceptional visual merchandising and luxury presentation standards.
- Ensured operational excellence while consistently supporting business growth.

04 SALES MANAGER

Edit Suits London

NOVEMBER 2014 - FEBRUARY 2017

Specialised in luxury Made-to-Measure tailoring, wardrobe consultancy and premium client service, supporting commercial growth through personalised customer experiences and expert styling advice.

05 HEAD DESIGNER | SENIOR FASHION DESIGNER

Portuguese Textile Industry

2002 - 2014

Led the development of Menswear, Womenswear and Childrenswear collections for international fashion brands, overseeing the complete product lifecycle from concept to production.

KEY RESPONSIBILITIES

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| • Fashion Design and Collection Development | • Garment Fittings and Technical Approvals |
| • Trend Forecasting and Market Research | • Supplier and Production Management |
| • Fabric and Trim Sourcing | • Team Leadership |
| • Product Development | • Brand Identity Development |
| • Print and Graphic Design | |

AREAS OF EXPERTISE

RETAIL LEADERSHIP
LUXURY RETAIL
VISUAL MERCHANDISING
CREATIVE
FASHION

Commercial Excellence · Team Leadership · Coaching · People Development
 Clienteling · Customer Experience · Brand Standards · Retail Operations
 Space Planning · Product Presentation · Visual Communication
 Fashion Styling · Creative Direction · Brand Storytelling
 Menswear · Womenswear · Fine Jewellery · Luxury E-commerce