

CHRISTINA ANASTASIO

Senior Visual Merchandiser, Natuzzi Italia & Natuzzi Editions

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New York, NY

Visual merchandising leader with six years directing retail projects from concept to execution for two premium furniture brands. Authors the merchandising guidelines that regional teams execute independently in the field, and has designed and opened **10+ retail environments** end to end since joining. Directs vendor and install partners against tight deadlines and fixed budgets. Advanced **SketchUp** and CAD design skills.

EXPERIENCE

NATUZZI

2020 - PRESENT

Natuzzi Italia (luxury) & Natuzzi Editions · wholesale, franchise & owned retail

◆ Senior Visual Merchandiser, Natuzzi Editions & Natuzzi Italia

2025 - PRESENT

- Direct visual merchandising for both brands across a **100+ door network** spanning wholesale, franchise, and owned retail in the US and Canada, representing eight-figure annual revenue.
- Designed and opened **10+ retail doors** across both brands from concept to installation.
- Design floorplans and lead on-site installation for Natuzzi's presence at premier trade, design, and lifestyle events, including **ICFF, Salon Art + Design, Art Basel Miami, BDNY, and HD Expo**, coordinating internal teams and production vendors to execute on tight deadlines.
- Authors the seasonal **visual merchandising guidelines**, covering directives, floor-set guides, and fully dimensioned space plans, that regional teams execute independently in the field.
- Negotiate merchandising execution with franchise partners, balancing brand standards with each location's market needs.
- Direct 8 to 10 merchandising refresh cycles annually across the network, traveling 30% to markets for program review and retail visits.
- Partner directly with **Natuzzi Italia's Creative Director** and the **Head of Visual Merchandising, North America** on brand vision and seasonal direction; correspond daily in Italian with Italian headquarters.

◇ Lead Visual Merchandiser, Natuzzi Editions

2023 - 2025

- **Opened the first five Natuzzi Editions stores in North America**, establishing the brand's owned-retail presence.
- Directed install crews of up to **15** and served as primary point of contact for third-party fixture installers and production vendors, across 10+ store openings and special-project builds.
- Delivered a **12,000 sq ft flagship in Southlake, TX** against a \$500K+ build budget.
- Identified and resolved project conflicts on at-risk store openings by proactively tracking materials, sourcing substitutions for missing items, and escalating to Italian headquarters to protect grand opening dates.

◇ Visual Merchandising Specialist

2021 - 2023

- Owned store design and space planning independently across **both wholesale and owned retail channels**.
- Developed a remote execution program of dimensioned CAD sets, floor-set guides, and refresh directives, enabling regional teams to self-execute installs without on-site support.
- Reduced field travel spend by shifting on-site installs to partner self-execution, and applied the same documentation to compress on-site build time.

◇ Junior Visual Merchandiser (Part-Time)

2020 - 2021

- Supported the full US and Canada door network alongside the Head of Visual Merchandising, North America; converted from part-time to full-time on performance.

FORTUNA ENTERPRISES

2018

Digital merchandising, freelance · concurrent with Moe's Home

- Designed 3D hospitality environments and custom point-of-sale fixtures for national rollout programs.

MOE'S HOME COLLECTION

2016 - 2020

Visual Merchandising Assistant + Sales

- Assistant project manager and floor merchandiser; grew showroom sales through layout restructuring and client-facing design consultation.

⊕ EXPERTISE

- Planogram development & fixture design
- Spatial design & 3D fixture rendering
- Project lifecycle: concept to installation
- Merchandising guideline authorship
- Vendor & production partner management
- Special project & display execution
- Budget & timeline management
- Cross-functional & regional collaboration

📁 SOFTWARE

SPATIAL & 3D

SketchUp · SU Podium · AutoCAD · Floorplanner

ADOBE CREATIVE SUITE

InDesign · Illustrator · Photoshop

EMERGING

AI-assisted concept & workflow

BUSINESS

PowerPoint · Excel · Canva

📖 EDUCATION

M.A., Communication & Business Leadership

High Point University, High Point, NC

B.S., Visual Merchandising Design

High Point University, High Point, NC

Certificate, Visual Fashion Communication

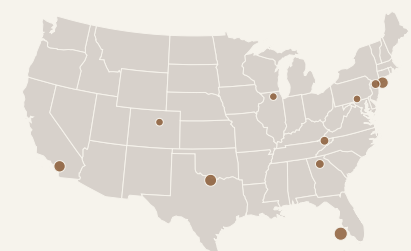
Istituto Lorenzo de' Medici, Florence, Italy

🗨 LANGUAGE

English (native)

Italian (professional written; daily correspondence and emails)

FOOTPRINT



Natuzzi Italia & Editions retail network
33 monobrand stores, 10 states · plus Vancouver & Montreal
Based New York, NY · 30% market travel