

ANDREW BRAUN

STORE PLANNING | DESIGN | CONSTRUCTION | PROJECT MANAGEMENT

PROFILE

I have built expertise in executing projects for some of the best-known brands in the world. Currently, I am responsible for store design, planning, and construction at Lafayette 148, a New York-based luxury brand. Before this, I oversaw store planning, design, construction, and facilities for Lacoste, one of the world's most iconic brands, and Hugo Boss, the German fashion powerhouse, where I implemented hundreds of projects worth millions of dollars in various sizes and complexity across all business fields.

EXPERIENCE

LAFAYETTE 148 NEW YORK | New York, July 2021 - Present
Director of Store Design and Planning

Developed systems and processes to roll out full-price boutiques and outlets. Key accomplishments:


- Restructured internal staff responsibilities and architectural drawings to align with the company rollout strategy.
- Established schedule and cost-tracking methods to manage/monitor critical path items, vendor contract prices, and cash flow.
- Created various metrics to identify cost drivers and assist in future project planning.
- Opened communication channels to improve cross-departmental collaboration with creative, retail operations, IT, visual merchandising, and final concept presentations with the CEO.
- 2022: Competed eleven projects costing \$7.1m and kept total construction change orders to a remarkable 1.9% or 135k.
- Managed procurement of owner vendors costing \$2.8m.
- Value-engineered project with the CEO slashing construction costs by 32%
- Hired/managed external project teams i.e., architects, project managers, suppliers, and general contractors


LACOSTE USA New York | August 2018 – June 2021
Project Director of Architecture and Store Design

Responsible for all store planning, design, and construction of full-price specialty boutiques, outlets, and wholesale shops. My millstone achievements include:


- Organized and restructured workflow achieving a more efficient project development process with clear team responsibility.
- Introduced facilities maintenance strategic budgeting process and created efficiencies to resolve location issues quickly.
- Introduced on-line project management systems that streamlined internal/external communication and created real-time project visibility for all stakeholders.
- Planned and executed a \$10.0m store development budget and delivered all projects approximately 4% under budget.
- Sourced new millwork suppliers saving approximately 25% and reduced the entire schedule by three weeks. Restructured the storefront development/sequencing achieving approximately 50% savings.
- Successfully planned and executed the brand's global experimental flagship in New York, which opened ahead of schedule and 17% under budget.

CONTACT

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 Andrew-Braun.com

SKILLS

SketchUp

LayOut

Smartsheet web-based project management

Location feasibility study

Lease review

Schematic plan creation

Schedule & budget creation

Strategy & execution

Renovation & phased construction planning

Value engineering

Procurement

Concept development

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GANTER INTERIOR | New York, 2016 – 2018

Head of Project Management and Key Accounts

Core responsibilities included leading the New York team in Project Management and new business development.

- Led the group's first full-service pop-up shops worth \$1.2m.
- Secured more than \$4.0m in new business.
- Expanded client base with more than ten new clients – the highest achievement in company history in the US market.

HUGO BOSS AMERICAS | Savannah and New York, 2006 – 2016

Director of Store Planning

From the initial feasibility study until opening, I was responsible for all phases of store planning in every business channel in North America and key city locations throughout Mexico and Brazil.

- Scaled the department to manage over 100 projects with an estimated budget of \$30.0m
- Developed a secondary market design reducing overall costs by over 17%
- Created the brand's outlet concept for the Americas and rolled this out into the region. Through value engineering, we achieved prices lower than the global benchmarks.
- Generated high-quality construction drawings creating a more efficient bidding/permitting process and reduced change orders.
- Appointed the brand's first lighting designers for the Americas and executed the first store with 100% LED lights in the US.
- Introduced web-based project management software as a regional/global collaboration platform.
- Designed and implemented the brand's 70,000-square-foot corporate offices.

HUGO BOSS Fashions, Inc. | New York, 2004 – 2006

Director of Store Planning and Real Estate

- Responsible for all aspects of store development, including budget planning, real estate, store planning, design, and construction.
- Led cross-functional collaboration to ensure new locations and square footage was on brand and aligned with business requirements.
- Analyzed global store design concepts to ensure capacities and product zoning yield success for the US market and comply with local building codes, rules, and regulations.

HUGO BOSS Fashions, Inc. | Los Angeles and New York, 1998 – 2003

Visual Merchandising and Store Planning Manager

- Initially recruited to oversee visual merchandising for the west coast region, where I developed and implemented new visual merchandising guidelines.
- Promoted and relocated to New York with the increased responsibility of the US.
- Transitioned to store planning, where I was responsible for the national franchise expansion - primary connection between internal stakeholders, design team in Germany, external franchise partners, and local architects.

AWARDS

VM&SD Retail Renovation North Michigan Avenue Chicago, IL

VM&SD the Venetian Hotel & Casino Las Vegas, NV

VM&SD Excellence in Visual Merchandising & Store Design, Columbus Circle Flagship New York, NY

EDUCATION

Broward College:
Fort Lauderdale, FL.

Architecture with related studies
in set design

McFatter School: Davie, FL.

Commercial Art