

# P/O/P TIMES®

An Official News Publication of the In-Store Marketing Institute



## ERIC SAMUEL GREEN

**P-O-P Times profiles nine exemplary in-store marketing professionals**

The majority of Eric Green's job titles -- at brands such as Burberry, Limited Brands and The Gap -- have included the words "visual merchandising," and his current position is no exception. As director of visual merchandising for The North Face in San Leandro, Calif., Green has been able to apply his fashion and marketing background to a slightly different line of products.

"I definitely am a lover of brands and love to visually tell the story of a brand, so it was just a natural progression for me to end up in this world because it does marry the creative aspect, the business aspect and the marketing aspect as well," he says.

Green has done a lot in his less than two years with the company. First, he helped launch a new retail and wholesale fixture program -- a complete revamping of the material pallet, functionality, architectural design and fixtures of The North Face stores in May 2006 and at their wholesale partners this year. The massive redesign will hit Canada, Latin America and China in 2008, for which Green created a global visual standards manual to ensure a uniform brand message overseas.

"It's universal enough that every single country can take its application and apply it to their respective region," he says. "It's the only way to have international consistency and to control your brand."

But Green didn't stop at snazzy new fixtures and store layouts. To remain true to the brand's outdoorsy and environmental image, sustainable materials were used whenever possible, including bamboo in the fixtures and recycled aluminum covers for the visual standards manuals.



Timothy Shonnard Photography

"We're always challenging ourselves and my team to look at avenues and opportunities to give back to the environment and use materials that are environmentally friendly," he says, a practice he thinks will continue to grow across the industry.

DIRECTOR OF VISUAL MERCHANDISING

**THE NORTH FACE**  
SAN LEANDRO, CALIF.

AGE: 30

EDUCATION: Philadelphia College of Textile and Science (BS); University of Maryland (MBA); Georgetown University (Master Certificate in Professional Ethics)

WHY HE'S ONE TO WATCH:

Implemented a brand new retail and wholesale fixture program as well as a global visual strategy to strengthen The North Face brand worldwide

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