

# RICHARD TASSONE

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## EXECUTIVE SUMMARY

A design executive with 25+ years of strategic brand building and business development experience in luxury accessories and cosmetics. Proven ability to provide leadership and vision that defines and drives omni-channel businesses, maintaining consistency in brand marketing and presentation across all channels. Skilled at leading brands that are both globally consistent yet locally differentiated to deliver growth and profits. A passionate, entrepreneurial leader and team builder committed to delivering excellence and accountability across all levels of the organization.

## PROFESSIONAL EXPERIENCE

### **Movado Group Inc.**

**Jan 2001 - Sept 2019**

#### **Senior Vice President, Creative Director**

Global design leader of a multi brand organization operating leased concessions, free standing stores and ecommerce sites. Owned brands are Movado, Ebel, Concord and Movado Outlets. Licensed brands include Coach, Ferrari, Hugo Boss, Juicy Couture, Lacoste, MVMT, Olivia Burton and Tommy Hilfiger.

- Senior executive that has helped to grow MGI from two owned and two licensed brands in 2001 to a corporation that successfully markets three owned and eight licensed brands in 2019.
- Defined, created and successfully implemented the global brand design standards for all owned brands inclusive of packaging, display, retail architecture, visual merchandising, product catalogues, print/tv advertising, ecommerce and social media.
- Collaborated with licensed brands senior management to successfully market watches respecting existing brand design codes.
- Responsible for creating a design strategy to differentiate and drive sales for each brand within the marketplace.
- Streamlined production and creative globally to produce dramatic cost savings while ensuring consistency of brand image through the development of job tracking processes, DAM sites and the corporate negotiation of photography across all brands.
- Manage eight direct reports in the areas of design, copywriting, production and visual merchandising while working with external advertising agencies, architects, designers, photographers and production houses.

### **Revlon**

**Sept 1990 - Jan 2001**

#### **Vice President, Creative Services Worldwide**

Creative leader worldwide for all advertising, store design, point of sale materials and Revlon website for the Revlon, Almay, Ultima II, Fragrance and Treatment brands.

- Began career as the Revlon color cosmetics Creative Director, successfully revitalizing the image of the brand through new ad campaigns and promotional display systems – subsequently given all brands to refresh over a 10-year period.
- With marketing partners, successfully repositioned Revlon and Almay as the number one and number two mass color cosmetics brands.
- Responsible for all photoshoots, leading the process from conceptualization through final production for advertising and point of sale collateral materials.
- Partnered with marketing, sales and purchasing in the seasonal design and manufacture of promotional displays worldwide that performed to each of the business units agreed upon goals.
- Worked with external advertising agency to ensure that all print and broadcast campaigns were consistent.
- Managed a team of seven direct reports who concentrated on graphic design, industrial design and store design.

## CLIENTS

Bloomingdale's, Channels, Crown Publishers, Elle Decor, Elle Magazine, Harmony Books, Hearst Publications, Milton Glaser Inc., Penguin Books, Random House, Times-Mirror Magazines

## EDUCATION

University at Buffalo  
BFA, Communication Design