

/portfolio ●

*Certified Architect & Interior Architect, **Michelle Beltran***



ABOUT

MAIN INFORMATION

Over 20 years of international experience in ARCHITECTURE, RETAIL DESIGN, LUXURY BRANDING, MARKETING and MANAGEMENT.

Large practice developing and managing different scale projects and teams where collaboration meets with functional, aesthetical and budget requirements to be consolidated into a harmonious and profitable spatial experience.

Strong ability to engage both rational, practical and intuitive thinking and thus develop innovative creative concepts and processes, maximizing practical, functional, experiential and aesthetical features.

Highly motivated, results oriented, enthusiastic, and dedicated to excellence.

PROFESSIONAL EXPERIENCE

I had the honor to start my career working with some of the greatest and most influential world architects such as JEAN NOUVEL, RICARDO LEGORRETA, TEODORO GONZALEZ DE LEON, among others.

Fascinated by the possibility to create specific universes telling a story through the space I turned to RETAIL DESIGN. This is when and where BRANDING and MARKETING added a fantastic value to the technical and creative basis of Architecture's practice.

Thus, I joined some of the greatest Luxury *Maisons* and groups such as RICHEMONT, CHANEL, SWAROVSKI, L'ORÉAL and LVMH in strategic and operational positions.

ACADEMIC EXPERIENCE

I have lived in 6 countries and speak 5 languages. My first diploma as Certified Architect, was followed by an Interior Design post-degree from the National School of Decorative Arts in Paris and completed by the International Luxury Brand Management MBA from ESSEC, in Paris as well.

I studied and practiced Ballet for over 20 years and from it, I kept the discipline, endurance and passion that I transferred to my professional life as an Architect.



RETAIL PROJECTS

MONTBLANC

VIP ROOM VILLERET NEW CONCEPT

Bond Street Flagship - London, United Kingdom

SWAROVSKI

POP-UP STORE + WINDOW-SHOP

Podium Mogador, Galeries Lafayette - Paris, France

CRYSTAL FOREST NEW CONCEPT ROLLOUT

Monobrand, Multibrand, Travel Retail, Shop in Shop
EUROPE REGION

L'OREAL

FLAGSHIP SALON NEW CONCEPT

Concept Development of the L'Oréal Professionnel
Salon Flagship

DIOR

J'ADORE IN JOY LAUNCH

Podium Mogador, Galeries Lafayette - Paris, France
Haussmann Window, Galeries Lafayette - Paris, France
Central Podium Galeries Lafayette - Paris, France
Pic'Antin Podium Galeries Lafayette - Paris, France

MISS DIOR LAUNCH

Central Podium Galeries Lafayette - Paris, France
Pop-up, Main Window and Condoles at Sephora, Champs
Elysées - Paris, France

LES PARFUMS

Central Podium Galeries Lafayette - Paris, France

DIOR SHOW LAUNCH

Podium Mogador, Galeries Lafayette - Paris, France
Pop-up at Sephora, Champs Elysées - Paris, France

LA DOLCE VITA

Central Podium Le Bon Marché - Paris, France

MAISON CHRISTIAN DIOR NEW CONCEPT ROLLOUT

Flagship and premium Point of Sales FRANCE

STEINWAY & SONS

POP-UP DUBAI OPERA LIMITED EDITION

Dubai Mall, UAE



MONTBLANC

VIP ROOM BOND STREET FLAGSHIP

Location:

London, United Kingdom

Area:

12 m²

Program:

Bond Street Flagship VIP Room new Villeret concept to be implemented

Reduced budget without changing existing structure

Description:

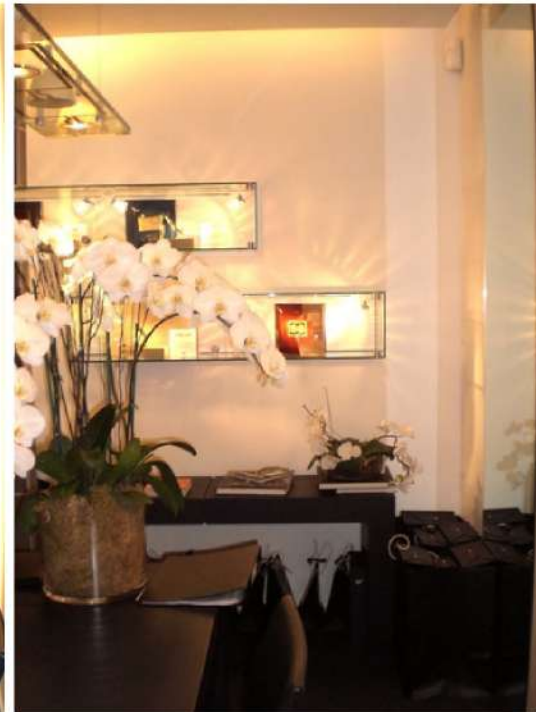
Concept & Design Development

Construction Documents

floor-plans, elevations, façades

details, fixture, lighting, graphics, finishes

Graphic Design



MONTBLANC

VIP ROOM BOND STREET FLAGSHIP

Location:

London, United Kingdom

Area:

12 m²

Program:

Bond Street Flagship VIP Room new Villeret concept to be implemented

Reduced budget without changing existing structure

Description:

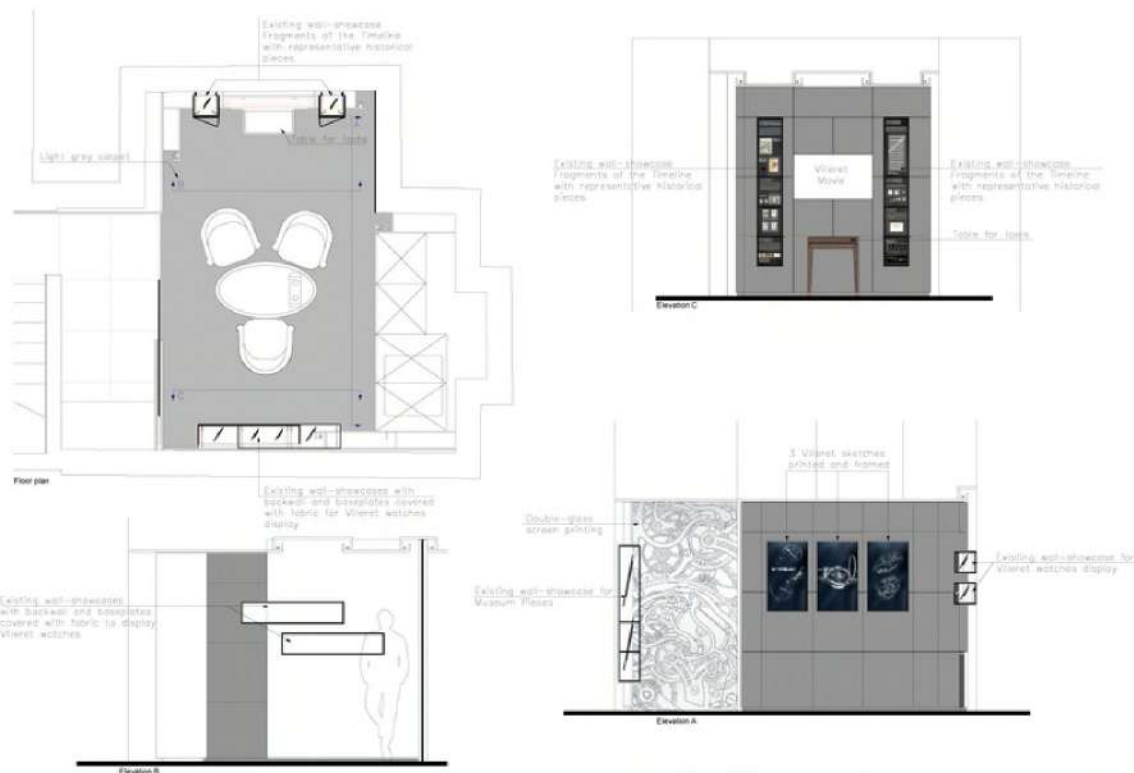
Concept & Design Development

Construction Documents

floor-plans, elevations, façades

details, fixture, lighting, graphics, finishes

Graphic Design



Villeret -VIP room -updated

Bond Street Boutique

MONTBLANC - HAMBURG -

23.04.10/M. Beltran

MONTBLANC

VIP ROOM BOND STREET FLAGSHIP

Location:

London, United Kingdom

Area:

12 m²

Program:

Bond Street Flagship VIP Room new Villeret concept
to be implemented

Reduced budget without changing existing structure

Description:

Concept & Design Development

Construction Documents

floor-plans, elevations, façades

details, fixture, lighting, graphics, finishes

Graphic Design



study model



MONTBLANC

VIP ROOM BOND STREET FLAGSHIP

Location:

London, United Kingdom

Area:

12 m²

Program:

Bond Street Flagship VIP Room new Villeret concept to be implemented

Reduced budget without changing existing structure

Description:

Concept & Design Development

Construction Documents

floor-plans, elevations, façades

details, fixture, lighting, graphics, finishes

Graphic Design





SWAROVSKI / GALERIES LAFAYETTE HAUSMANN MOGADOR POP-UP & WINDOW-SHOP

SWAROVSKI

MOGADOR POP-UP & WINDOWSHOP

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

First Pop-up store at Mogador Entrance +
Window-shop to commemorate GLH Coupole's
100th anniversary

Description:

From brief, Sketch, Concept, Design Development,
Construction Documents, Permits & Validations

Team management

Client relationship

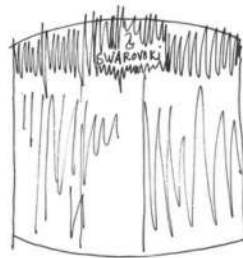
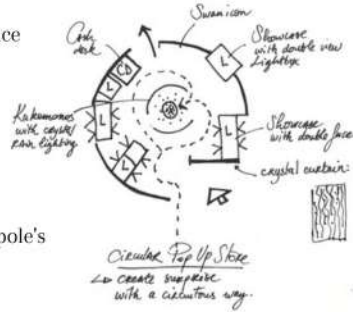
Timing, Budget and ROI targets to achieve

Customer experience

Assortment choice

Staff training

To Execution and Implementation



SWAROVSKI

MOGADOR POP-UP & WINDOWSHOP

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

First Pop-up store at Mogador Entrance +
Window-shop to commemorate GLH Coupole's
100th anniversary

Description:

From brief, *Sketch, Concept, Design Development,*
Construction Documents, Permits & Validations

Team management

Client relationship

Timing, Budget and ROI targets to achieve

Customer experience

Assortment choice

Staff training

To Execution and Implementation



SWAROVSKI

MOGADOR POP-UP & WINDOWSHOP

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

First Pop-up store at Mogador Entrance +
Window-shop to commemorate GLH Coupole's
100th anniversary

Description:

From brief, *Sketch, Concept, Design Development,
Construction Documents, Permits & Validations*

Team management

Client relationship

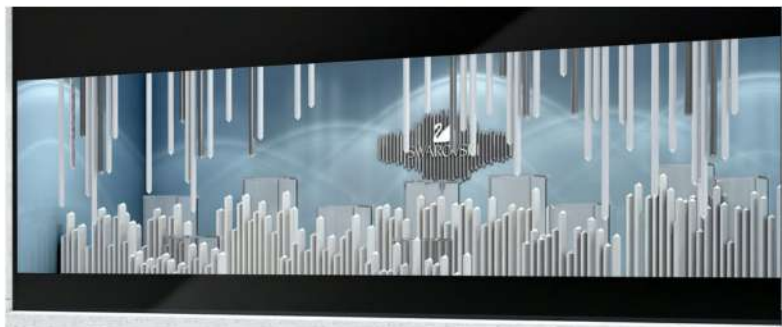
Timing, Budget and ROI targets to achieve

Customer experience

Assortment choice

Staff training

To Execution and Implementation



SWAROVSKI

MOGADOR POP-UP & WINDOWSHOP

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

First Pop-up store at Mogador Entrance +
Window-shop to commemorate GLH Coupole's
100th anniversary

Description:

From brief, *Sketch, Concept, Design Development,
Construction Documents, Permits & Validations*

Team management

Client relationship

Timing, Budget and ROI targets to achieve

Customer experience

Assortment choice

Staff training

To Execution and Implementation





SWAROVSKI

CRYSTAL FOREST NEW CONCEPT ROLL-OUT IMPLEMENTATION

Location:

Western Europe

Area:

From 1m² to 60m²

Program:

Crystal Forest new Concept Roll-out & Implementation + 500 Point of Sales
Monobrand, Multibrand, Jeweler, Travail Retail, Shop in Shop, Pop-up, etc.

Description:

Design Development, Construction Documents, Permits & Validations, Process follow-up

Project, team, quality management

Client relationship

Budget and ROI targets to achieve

Customer experience + VM

Assortment choice + Trade Marketing

Staff training

Execution and Implementation supervision





L'OREAL /SALON FLAGSHIP NEW CONCEPT DEVELOPMENT

L'ORÉAL

SALON FLAGSHIP NEW CONCEPT DEVELOPMENT

Location:

Worldwide Concept

Area:

250 m²

Program:

L'oréal Professionnel Salon Flagship new concept development and Roll-out implementation strategy

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer experience + VM

Assortment choice + Trade Marketing





DIOR

MOGADOR POP-UP & WINDOW-SHOP

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Mogador Entrance Pop-up store + Window-shop

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents, Permits & Validations*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

MOGADOR POP-UP & WINDOW-SHOP

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Mogador Entrance Pop-up store + Window-shop

Description:

From brief, *Sketch, Concept, Design Development,*

Construction Documents, Permits & Validations

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

J'ADORE IN JOY LAUNCH

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents, Permits & Validations*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

J'ADORE IN JOY LAUNCH

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents, Permits & Validations*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

J'ADORE IN JOY LAUNCH

Location:

Galleries Lafayette Haussmann, Paris France

Area:

4 m²

Program:

Pic' Antin Podium

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents, Permits & Validations*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation





DIOR

MISS DIOR LAUNCH

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents, Permits & Validations*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

MISS DIOR LAUNCH

Location:

Sephora Champs Elysées

Area:

35 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design*

Development, Construction

Documents, Permits & Validations

Project, team and quality

management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

MISS DIOR LAUNCH

Location:

Sephora Champs Elysées

Area:

2 m²

Program:

Main Window and Gondole

Description:

From brief, *Sketch, Concept, Design*

Development, Construction

Documents, Permits & Validations

Project, team and quality

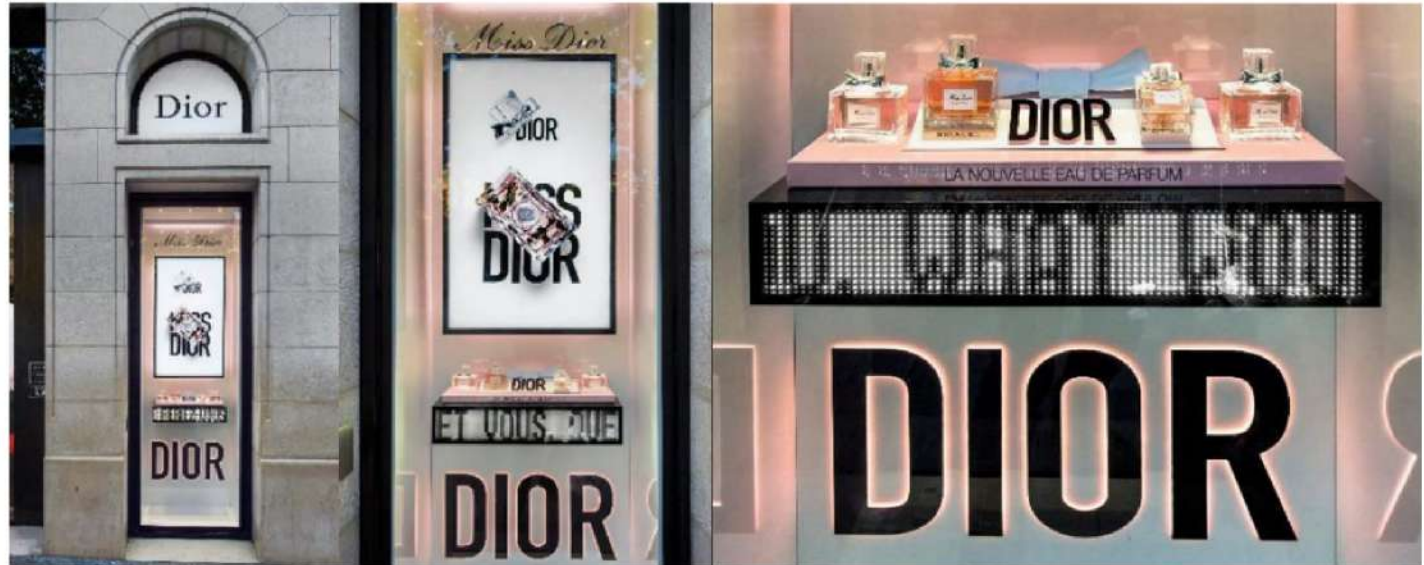
management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

MISS DIOR LAUNCH

Location:

Sephora Champs Elysées

Area:

2 m²

Program:

Main Window and Gondole

Description:

From brief, *Sketch, Concept, Design*

Development, Construction

Documents, Permits & Validations

Project, team and quality

management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation





DIOR

LES PARFUMS

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design*
Development, Construction Documents,
Permits & Validations
Project, team and quality management
Client relationship
Budget and timing
Customer experience
To Execution and Implementation



DIOR

LES PARFUMS

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design*
Development, Construction Documents,
Permits & Validations
Project, team and quality management
Client relationship
Budget and timing
Customer experience
To Execution and Implementation





DIOR

DIOR SHOW LAUNCH

Location:

Galleries Lafayette Haussmann, Paris France

Area:

25 m²

Program:

Mogador Entrance Pop-up store

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents, Permits & Validations*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



DIOR

DIOR SHOW LAUNCH

Location:

Sephora Champs Elysées

Area:

50 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design*

Development, Construction

Documents, Permits & Validations

Project, team and quality

management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation





DIOR

LA DOLCE VITTA

Location:

Le bon Marché

Area:

30 m²

Program:

Central Podium

Description:

From brief, *Sketch, Concept, Design*

Development, Construction

Documents, Permits & Validations

Project, team and quality

management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation





DIOR

MAISON CHRISTIAN DIOR NEW CONCEPT ROLL-OUT IMPLEMENTATION

Location:

France

Area:

From 25m² to 55m²

Program:

Maison Christian Dior new Concept Roll-out & Implementation
Flagship boutiques and Premium Point of Sales

Description:

*Design Development, Construction Documents, Permits & Validations,
Process follow-up*

Project, team, quality management

Client relationship

Budget and ROI targets to achieve

Customer experience + VM

Assortment choice + Trade Marketing

Staff training

Execution and Implementation supervision



DIOR

MAISON CHRISTIAN DIOR NEW CONCEPT ROLL-OUT IMPLEMENTATION

Location:

France

Area:

From 25m² to 55m²

Program:

Maison Christian Dior new Concept Roll-out & Implementation
Flagship boutiques and Premium Point of Sales

Description:

Design Development, Construction Documents, Permits & Validations,

Process follow-up

Project, team, quality management

Client relationship

Budget and ROI targets to achieve

Customer experience + VM

Assortment choice + Trade Marketing

Staff training

Execution and Implementation supervision





STEINWAY & SONS

DUBAI MALL STEINWAY DUBAI OPERA POP-UP

Location:

Dubai Mall

Area:

56 m²

Program:

Steinway Dubai Opera Limited Edition showcase scene

Description:

From brief, *Sketch, Concept, Design Development, Construction Documents,*

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation



Inspiration

STEINWAY & SONS

DUBAI MALL STEINWAY DUBAI OPERA POP-UP

Location:

Dubai Mall

Area:

56 m²

Program:

Steinway Dubai Opera Limited Edition showcase scene

Description:

From brief, *Sketch, Concept, Design Development,*
Construction Documents,

Project, team and quality management

Client relationship

Budget and timing

Customer experience

To Execution and Implementation

Execution



VISUAL MERCHANDISING

MONTBLANC

RIEUSSEC
Graphic Display Concept

INDIVIDUAL SALES STOOL
for all boutiques

PRONOVIAS

ACCESSORIES DISPLAY
In-store product presentation

WINDOW DISPLAY
Various concepts for window-shop rollout

L'OREAL

SERIOXYL
Modular sensory display + fixture

STYLING
Fixture + product and tools displays

STEINWAY & SONS

SPRING
Design concept and rollout implementation

MILANO
Customized Tramway Display

CRISTMAS
Design concept and rollout implementation

CUSTOMIZED SALES STOOL

Program:

Based on the Poltrona Frau seat, design a more practical, discret and comfortable stool for staff

Description:

Sketch, Concept, Design Development and Roll-out supervision





PRONOVIAS

ACCESSORIES DISPLAY

Program:

Modular & flexible displays

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing



ACCESSORIES - DISPLAYS

WHERE

- 1) WINDOW - SHOP
- 2) IN-STORE HIGHLIGHTS (oval glass cloches)
- 3) PRESENTATION TRAYS (MODULAR) → family / style
→ product
- 4) CLOSET STORAGE / PRESENTATION

WHAT

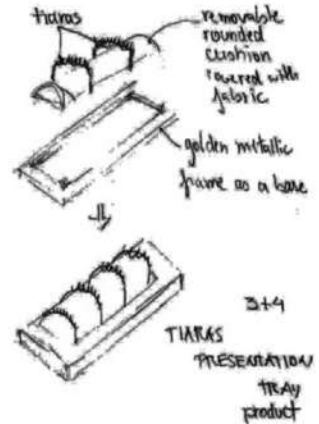
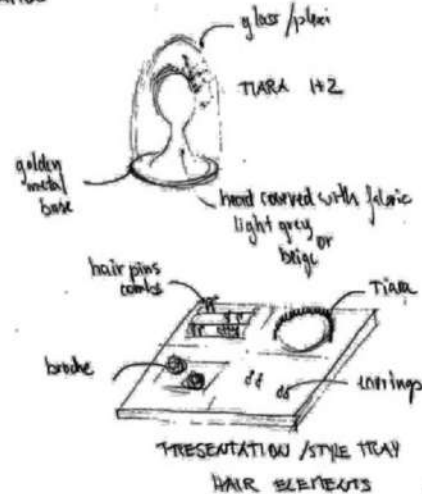
- TIARAS
- HAIR PINS COMBS (different sizes)
- EARRINGS
- BROCHES
- GLOVES
- BELTS (ribbon + metallic)
- SHOES
- UNDERWEAR

KEYWORDS

PERFECTIVE
DELICATE
PRECIOUS
SOFT

COLOR / MATERIAL

GOLD metal
WHITE wood
LIGHT GREY fabric



PRONOVIAS

ACCESSORIES DISPLAY

Program:

Modular & flexible displays

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing



PRONOVIAS

ACCESSORIES DISPLAY

Program:

Modular & flexible displays

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing



PRONOVIAS

SHOP-WINDOW DISPLAY

Program:

1:1 scale shop-windows displays

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing





L'ORÉAL SERIOXYL

Program:

Modular sensory display

Description:

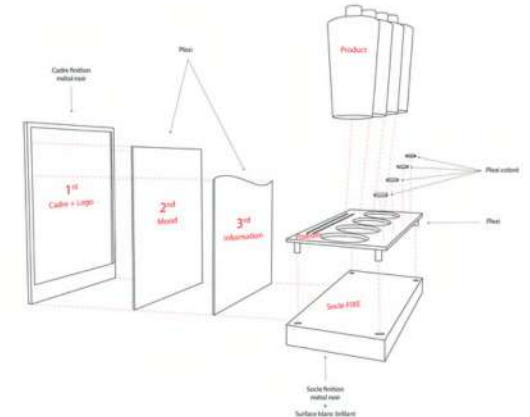
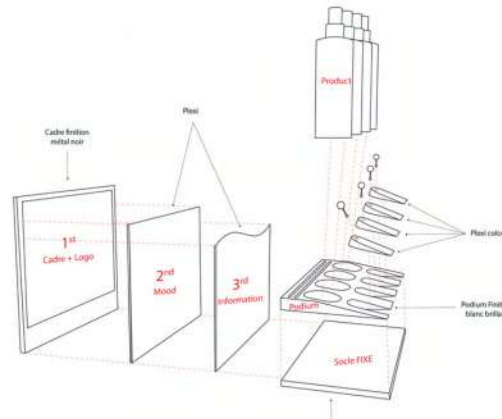
Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing



L'ORÉAL SERIOXYL

Program:

Modular sensory fixture

Description:

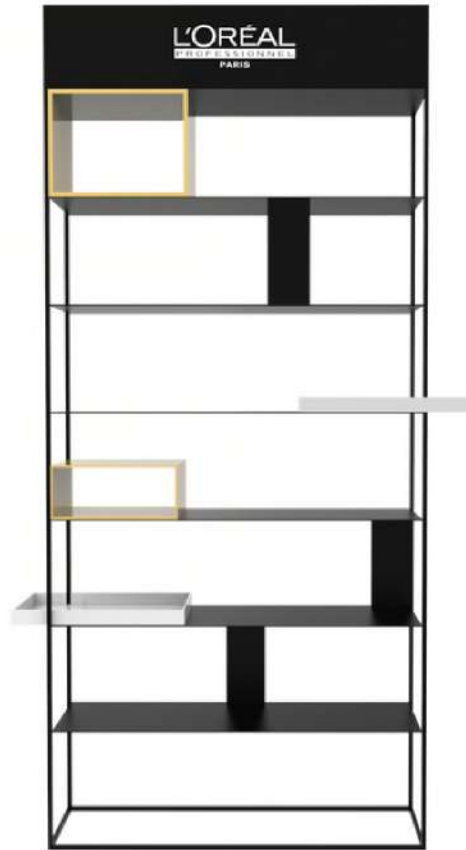
Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing



L'ORÉAL STYLING

Program:

Fixture

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing



L'ORÉAL SERIOXYL

Program:

Cash-desk displays + Tools box

Description:

Concept Development

Rollout strategy development

Project, team, quality and budget management

Customer & staff experience

Assortment choice + Trade Marketing





STEINWAY & SONS

SPRING CONCEPT & ROLLOUT



STEINWAY & SONS
SPRING CONCEPT & ROLLOUT



STEINWAY & SONS
SPRING CONCEPT & ROLLOUT



Hamburg

STEINWAY & SONS
SPRING CONCEPT & ROLLOUT

Paris



Vienna



Stuttgart





STEINWAY & SONS

MILANO TRAMWAY DESIGN



Inspiration

STEINWAY & SONS

MILANO TRAMWAY DESIGN



The **Music** springs from the *Steinway & Sons*
Piano and expands through the city of **Milan**,
enveloping it entirely.

STEINWAY & SONS
MILANO TRAMWAY DESIGN



In the Making

STEINWAY & SONS
MILANO TRAMWAY DESIGN





STEINWAY & SONS

CRISTMAS CONCEPT & ROLLOUT



Inspiration

STEINWAY & SONS

CRISTMAS CONCEPT & ROLLOUT



STEINWAY & SONS
CRISTMAS CONCEPT & ROLLOUT



BRANDING

CHANEL

NEW PACKAGING CONCEPT

For leather-goods and accessories

DIOR

NEW BRAND DEVELOPMENT

For Maison Christian Dior

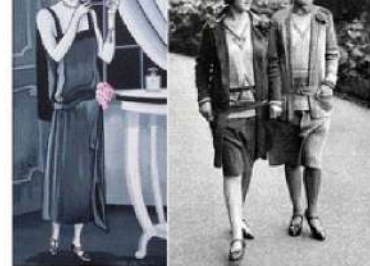
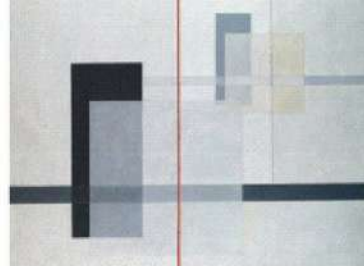
POZZETTO

BRANDING & VISUAL IDENTITY UPGRADE

Complete Brand Corporate Identity

Boutique's windows

Tables' menus



CHANEL /NEW PACKAGING CONCEPT



Michelle Beltran 

CHANEL

NEW PACKAGING CONCEPT

In-pack Concept



Chanel Bag model A1112



Cushion assorted to model A1112



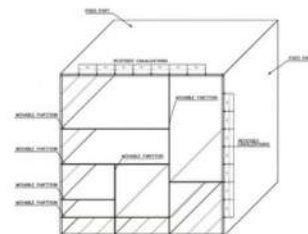
Pouch assorted to model A1112




In-pack Shopping Bag



In-pack Transport






KNOW-HOW
100% DIOR



EDGY
SAVOIR-VIVRE



GENEROUS
CREATIVITY



DESIGN



DIOR /NEW BRAND CONCEPT



Michelle Beltran



DIOR

NEW BRAND DEVELOPMENT

MAISON
CHRISTIAN DIOR
PARIS

FRENCH ART OF LIVING



CAFFE'

Pozzetto



POZZETTO /BRANDING & VISUAL IDENTITY UPGRADE

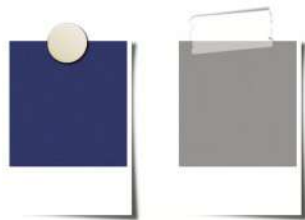
Michelle Beltran



POZZETTO

BRANDING & VISUAL IDENTITY UPGRADE

Bring to life the
original look and feel of
a Pozzetto corner and cup



Choisis Ton Plaisir :



Pozzetto
Le plaisir du goût avant tout

Les Parfums



La Pause Café



Les petits plaisirs



CORPORATE PROJECTS

MONTBLANC

INTERNATIONAL HEADQUARTERS ENTRANCE

New Entrance + Art Gallery - Hamburg, Germany

SWAROVSKI

EUROPE VP OFFICES

interior Office design - Barcelona, Spain



MONTBLANC

HEADQUARTERS NEW ENTRANCE

Location:

Hamburg Germany

Area:

120 m²

Program:

Turn Monblanc International Headquarters into a corporate entrance mixed with an Art Gallery exhibition, product presentation, meeting spaces, storage and functional reception desks.

Description:

Sketch, Concept, Design Development,
Timing, Budget and team management
Art and Product Assortment choice

CREATE A HARMONIOUS SCHEME REFLECTING THE LUXURY
IMAGE OF THE BRAND BUT DIFFERENT TO THE ONE EXISTING IN THE BOUTIQUES.



MONTBLANC

HEADQUARTERS NEW ENTRANCE

Location:

Hamburg Germany

Area:

120 m²

Program:

Turn Monblanc International Headquarters into a corporate entrance mixed with an Art Gallery exhibition, product presentation, meeting spaces, storage and functional reception desks.

Description:

Sketch, Concept, Design Development,
Timing, Budget and team management
Art and Product Assortment choice

FLEXIBLE FUNCTIONAL FLOWING SPACE



MONTBLANC

HEADQUARTERS NEW ENTRANCE

Location:

Hamburg Germany

Area:

120 m²

Program:

Turn Monblanc International Headquarters into a corporate entrance mixed with an Art Gallery exhibition, product presentation, meeting spaces, storage and functional reception desks.

Description:

Sketch, Concept, Design Development,
Timing, Budget and team management
Art and Product Assortment choice





SWAROVSKI /EUROPE VP HEADQUARTERS NEW OFFICES INTERIOR DESIGN

Michelle Beltran



SWAROVSKI

EUROPE VP HEADQUARTERS NEW OFFICES INTERIOR DESIGN

Location:

Barcelona, Spain

Area:

500 m²

Program:

Swarovski's VP Europe Offices interior design.
Classified building to respect and not to touch
structure but integrate full requirements
program.

Description:

*Sketch, Concept, Design Development,
Implementation*
Timing, Budget and team management
Fixture choice and purchasing

VPO EUROPE NEW OFFICE LAYOUT

Paseo de Gracia 35, 1ª Planta



SWAROVSKI

EUROPE VP HEADQUARTERS NEW OFFICES INTERIOR DESIGN

Location:

Barcelona, Spain

Area:

500 m²

Program:

Swarovski's VP Europe Offices interior design.
Classified building to respect and not to touch
structure but integrate full requirements
program.

Description:

*Sketch, Concept, Design Development,
Implementation*
Timing, Budget and team management
Fixture choice and purchasing



thank you! ●



mbeltran@atelier33montaigne.com



+33 609214879



[@atelier33montaigne](https://www.instagram.com/atelier33montaigne)



www.atelier33montaigne.com

Michelle Beltran

