

# EDDY CHIH SHUN FUNG

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## EDUCATION

**The Chinese University of Hong Kong (CUHK), Hong Kong**  
Diploma in Management Communication

**Parsons School of Fashion - The New School, New York**  
Bachelor of Fine Arts - Fashion Design

## WORK HISTORY

Key Leader - Part-time Educator | **LULULEMON, Hong Kong**

Sep 2022 - Aug 2025, (Reporting to Regional Manager)

- Drove men's sales growth **from 21% to 43% within 3 months** through on-floor selling strategies and product storytelling.
- Owned daily revenue performance of **HKD 250K-750K** in **Harbour City** (flagship location).
- Trained and onboarded new store hires to ensure a consistent customer experience.

Visual Merchandising and Design Director | **SHANGXIA, Shanghai**

May 2021 - Oct 2021, (Reporting to COO)

- Led apparel/accessories merchandising and VM across stores in **Shanghai, Hangzhou, Beijing, Chengdu, Shenzhen, Taiwan, and Hong Kong.**
- Built planograms to optimize in-store visual aesthetics and sales performance.
- Designed and executed seasonal window programs to maintain visual cohesiveness.
- Created innovative displays, merchandising, and styling techniques.
- Produced the VM standards manual/guidelines.
- Introduced the SKU-capacity exercise to maximize sales through improved use of fixtures and props.
- Developed a new global store concept and fixture system

Owner (Own Project) | **CB3S, Hong Kong**

Apr 2020 - May 2021

- Built CB3S as an extension of **COMPOUNDBY3SPIRIT** under **THREE SPIRIT INTERNATIONAL LTD** (launched in 2009).
- Positioned “*Good Things Come in Threes*” as the core formula and launched CB3S as a predecessor online extension in Aug 2021, offering **Something Old / Something New / Something Borrowed**.
- Launched an up-cycled bag project in Jan 2021, creating hand-sewn bags using unused fabrics.

Head of Design | **FORMIA, Hong Kong**

Nov 2017 - Mar 2020, (Reporting to CEO)

- Directed all design-related creative direction and concept briefs in line with brand requirements and guidelines.
- Translated trends into product concepts and customer-relevant stories.
- Collaborated with brands including **Maison Margiela** and **Yohji Yamamoto** on special bag collections for **Air France** and **Japan Airlines**.
- Participated in customer and internal presentations; collaborated across Customer Service, Sales, Purchasing, and Product Development to maintain consistent information flow.

Director - Creative Services | **NEWTIMES DEVELOPMENT LTD, Hong Kong**

Jan 2016 - Oct 2017, (Reporting to CEO)

- Created the “**CORPORATE**” department as a design / R&D service center supporting NEWTIMES’ core businesses.
- Delivered creative solutions and managed key client relationships (including **Ann Taylor, Ralph Lauren, Nordstroms, DVF, Vince, American Eagle Outfitters**).
- Designed and merchandised seasonal collections for **Ann Taylor, LOFT, LOU & GREY, and Nordstroms**.
- Designed the seasonal **CORPORATE** collection; curated trend presentations based on market research.
- Managed design office resources in **India**.

Regional Visual Merchandising Manager (APAC) | **LVMH - MARC JACOBS INTERNATIONAL, Hong Kong**

Jul 2013 - Dec 2015, (Reporting to Managing Director)

- Owned VM matters for privately-owned stores across regions, including **HK, Taiwan, Korea, Singapore, Thailand, Malaysia, Indonesia, Macau, Philippines, and Vietnam**.
- Managed VM communications with travel retail POS partners (**DFS**), including **Hawaii, Guam, Saipan, Okinawa, Bali, Singapore, and HK**.
- Established business communication structures (e.g., monthly VM reporting) to strengthen regional execution.

Freelance Designer (Window) | **TSE CASHMERE, Hong Kong & Macau**

Feb 2013 - Jun 2013, (Reporting to Merchandising Director)

- Designed and executed window programs for **TSE** and **TSESAY** in **Hong Kong, Macau, and China**.
- Redesigned and re-merchandised stores to visually complement SS13's window programs.
- Created VM standards and guidelines to ensure consistent visual experiences across locations.

Creative Director (Own Project) | **THREE SPIRIT INTERNATIONAL LTD – COMPOUNDBY3SPIRIT (design portfolio/brand), Hong Kong**

Jul 2009 - Jul 2013

- Founded and managed end-to-end design direction for the COMPOUNDBY3SPIRIT brand.
- Designed, merchandised, and styled menswear collections into launch-ready looks for markets including **US, Australia, Hong Kong, and China**.
- Led categories spanning tailored suits, shirts, pants, undershirts, and tote bags.
- Revised and launched website in May 2020, transforming [www.compoundby3spirit.com](http://www.compoundby3spirit.com) into **Design Services: Something Old; Something New; Something Borrowed**.

Visual Merchandising Manager | **LVMH - LOUIS VUITTON, China**

Mar 2008 - Jun 2009, (Reporting to Merchandising Director)

- Orchestrated store set-up for 2008 China openings across **Sanya, Changchun, Suzhou, Qingdao, Changsha, Urumqi, Dalian, and Wuhan**.
- Partnered with cross-category merchandisers to select and animate product assortment across the floor and windows.
- Implemented new VM communication tools across a portfolio of **24 stores**.
- Maintained tight alignment with **Head Office (Paris)** to ensure execution consistency.
- Initiated bi-annual VM seminars for VM and Sales teams to align essential VM standards.
- Designed and implemented special window programs for China ("**China-Run**"), including budgeting for props and installation costs.

Regional Visual Merchandising Manager (APAC) | **RICHEMONT LUXURY ASIA PACIFIC LTD – CHLOE, Hong Kong**

Sep 2007 - Mar 2008, (Reporting to Managing Director)

- Owned all VM matters for CHLOÉ and See by Chloé across wholesale/retail in **HK, Taiwan, Singapore, Thailand, Korea, Indonesia, Malaysia, and China**.
- Communicated with merchandisers to recommend product animation across stores and windows across **APAC and China**.
- Led new store openings and window installations; managed VM budgets and allocation of VM-related expenditures.
- Delivered VM training to office and in-store teams.

Product Development Manager / Trend Developer | **COLES MYER ASIA LTD, Hong Kong**

Feb 2005 - Feb 2007, (Reporting to Head of General Merchandise & Head of Apparel & Accessories)

- Forecasted trend directions for **Target / Kmart / Myer** across fashion and home categories; developed color directions and presentation boards.
- Oversaw end-to-end product development processes for women's, accessories, and home categories.
- Designed categories spanning **casual woven, denim, sleepwear, accessories, soft home (bed linen, cushions, towels), and hard home (outdoor furniture)**.

Wardrobe Manager | **THE HONG KONG ACADEMY FOR PERFORMING ARTS, Hong Kong**

Oct 2002 - Feb 2005, (Reporting to Head of Applied Arts)

- Managed costume production progress for performances, including dance, drama, and Chinese opera, for on-time delivery.
- Planned and sourced production materials, including fabric selection.
- Facilitated fittings for **100+ actors/dancers/performers**.
- Designed, directed, and supervised in-house exhibitions involving costumes.

Senior Designer | **G2000 Apparel Limited, Hong Kong**

Jun 1999 - Aug 2002, (Reporting to Merchandising Director & Design Director)

- Designed women's and men's collections.
- Managed fabric and trim selection with local vendors and sourcing through **Premier Vision**.
- Worked closely with Merchandising Director and Buying teams (HK & overseas) to support product development from concept to delivery.
- Developed tech packs and managed end-to-end delivery for the **G-Lady** line across woven, knits, cut-and-sew, and accessories (from sketch to completion).

Design Assistant | **PATRICK ROBINSON, New York**

Feb 1997 - Feb 1998, (Reporting to Patrick Robinson)

Design Assistant | **RICHARD TYLER, New York / Los Angeles**

Feb 1996 - Feb 1997, (Reporting to Richard Tyler)

REFERENCES UPON REQUEST