



BARRONVISUAL

PORTFOLIO

*I'm Juan Carlos,  
a creative fashion visual merchandiser,  
with an extensive international professional experience  
I was planning to say something clever here,  
but the only thing I came up is "I am a dreamer".*



## CAN I TAKE YOU TO THE NEXT LEVEL?

- Directing the design of the visual concepts.
- Creation of window displays and props.
- Concept execution, production, logistics and implementation.
- Fashion visual merchandising coordination.
- Avant-garde and contemporary fashion styling direction.
- Product display in window concepts and in-store VM.
- Developing strategies for new visual brand codes.
- Exhibitions, pop-up stores & product shootings.
- Video, still-lives for e-commerce and online visual media set up.
- Leadership of visual design team.
- Expertise in mannequins and window dressing layout.



# WINDOW DISPLAY DESIGN

*CHANEL, Madrid.*





PEDRO DEL HIERRO & SLOWLOVE, Valladolid.



CORTEFIEL

Pedro del Hierro



CORTEFIEL

Pedro del Hierro



CORTEFIEL, PEDRO DEL HIERRO, León.



*A.F. VANDEVORST, Antwerp.*



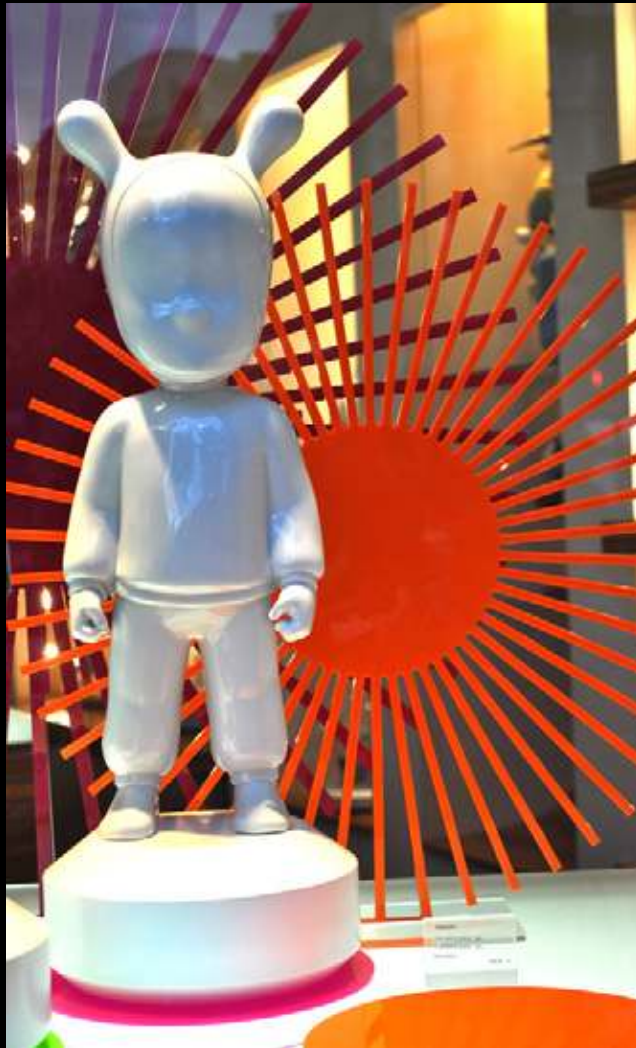
*BLANK GALLERY  
Busan, South Korea.*



ROBERTO VERINO, Barcelona.



ROBERTO VERINO, Orense.



*LLADRÓ, Barcelona and Madrid*

# WINDOW DRESSING



*BELGIAN PAVILION, Maasmechelen.*





PABLO, Rue de Sevres, Paris.





AGENT PROVOCATEUR  
Rue Cambon, Paris.



MAYADO SHOP, Zamora



ROBERTO VERINO, Barcelona.



*CHANEL, Paseo de Gracia, Barcelona.*

*CHANEL, Ortega y Gasset, Madrid.*



*CHANEL, Páseo de Gracia, Barcelona.*



*CHANEL, Madrid*



ZARA, Passage du Havre, Paris.



ZARA, Opera, Paris.  
*I'm sorry, in those years there  
was no digital photography yet...*

*ZARA, Champs Elysées, Paris.*



*ZARA in Galeries Lafayette Haussman, Paris.*



*ZARA, Nancy.*



*ZARA, Boulevard des Capucines, Edouard VII, Paris.*

# FASHION STYLING





# VISUAL MERCHANDISING



*PABLO, Lyon*







*ANNAKIKI, Milano.*





*Printemps de la Beauté, Paris*



*CHANEL,  
Ortega y Gasset, Madrid.*



# RESEARCH & CONCEPTION

В А Р Р О Н

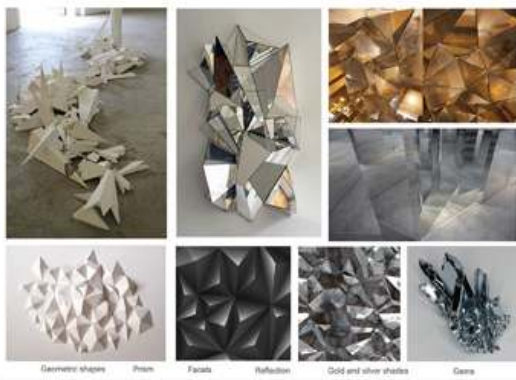
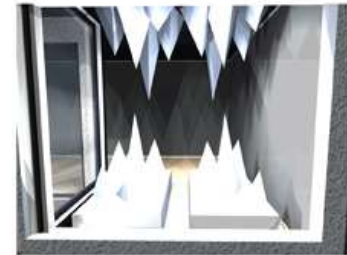






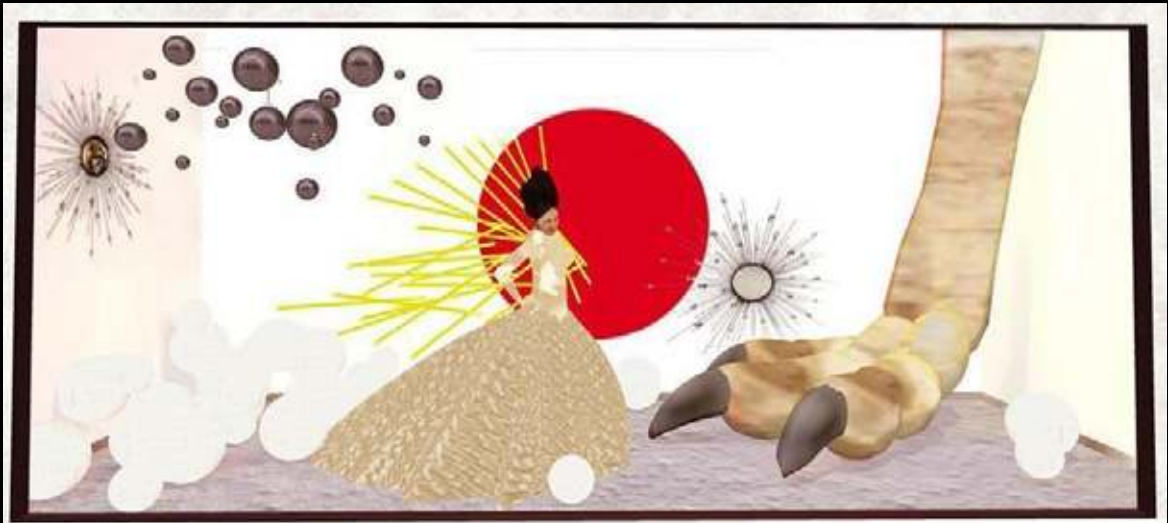
3D sketch projects

# Stalactite





## 3D sketch projects



*Beauty and the Beast.*  
GALERIES LAFAYETTE.





# GRACIAS!

I AM LOOKING FORWARD TO HEAR FROM YOU SOON

BARRONVISUAL - Juan Carlos Barron

Calle Balborraz, 16 · 49002 Zamora · Spain

[info@barronvisual.com](mailto:info@barronvisual.com)

[instagram.com/barronvisual\\_](https://www.instagram.com/barronvisual_)

+34 684 229 410