

# GEMMA PICKET

## CONTACT

gpicket@gmail.com  
917.415.9412

## EDUCATION

INTERIOR DESIGN PROGRAM  
Parsons School of Design

BA POLITICAL SCIENCE  
University of Massachusetts  
at Amherst

## EXPERIENCE

### MANAGING DIRECTOR, FF&E

ROMAN AND WILLIAMS, NEW YORK, NY 2016-2017

- Supervise and galvanize a 25 person design office working on 16 concurrent hospitality and residential projects.
- Direct, encourage, and inspire designers in FF&E selection and concept design.
- Source unique vintage, antique and new FF&E.
- With client and company objectives in sync, oversee styling on installations and photo shoots.
- Analyze and collaborate on pricing strategies for potential jobs based on historical data and current markets.
- Collaborate with Managing Director of Architecture, Director of Business Development, Director of Operations and Director of Human Resources to ensure the profitability and successful running of the firm.
- Connect with potential clients to discuss their projects and determine a possible synergistic fit; and the firm's capabilities to meet their goals.
- Interact with clients on a daily basis regarding deliverables, schedules, and design direction.

### DESIGNER / OWNER

GEMPICKET LLC, NEW YORK, NY 2013-2016

- Conceptualized, designed, and brought to market luxury loungewear and lingerie brand through 3 seasons, sold at Anthropologie, Journelle, and LJ Cross.
- Directed and managed a diverse team of independent consultants including web designers, graphic artists, stylists, PR, social media, photographers, sales people, pattern makers and production specialists.
- Negotiated with factories and retailers across the globe on pricing, sampling and lead times.
- Built key relationships with vendors, retailers, social media influencers to foster brand awareness and further marketing strategy.

### VICE PRESIDENT OF STORE DEVELOPMENT, DECORATIVE INTERIORS

### SENIOR DIRECTOR OF STORE DEVELOPMENT, DECORATIVE INTERIORS

### DIRECTOR, STORE DEVELOPMENT, DECORATIVE INTERIORS

RALPH LAUREN, NEW YORK, NY 2001-2013

- Responsible for creating freestanding retail store interiors that evoke an emotional response and inspire consumers for all Ralph Lauren brands globally. Completed 8 to 10 projects per year with a range of 2,500 to 135,000 square feet.
- Created retail interior concepts for Ralph Lauren Men's, Women's, Children's, RRL, Rugby, and Denim & Supply by Ralph Lauren. Tailored these concepts for regional retail markets in Asia/Pacific, Mainland China, Middle East, Europe, Russian Federation, the Caribbean, Northern Africa and the U.S.
- Directed entire process from inspiration and conceptualization to design development, procurement, and installation of the decorative layer which included all furniture, lighting, artwork, floor-covering, wall-covering, window treatments, decorative accessories, interior and exterior floral.
- Effectively communicated and negotiated with internal and external business owners, partners and international licensees to insure a consistent brand identity globally.
- Oversaw and galvanized a team of 22 designers and decorators with offices in New York, Hong Kong, and Tokyo.
- Created and managed a department budget of \$2 million and decorative project budgets of up to \$7 million.
- Sourced brand defining antique, vintage, and new decorative elements in the US, U.K., Europe, Asia, & India.

### INTERIOR DESIGNER

ROBIN KRAMER INC., NEW YORK, NY 1998-2001

- Barney's Bridal Salon, New York, New York
- Jeffrey, New York, New York
- New brand concept for Loewe Spain
- Michael Kors Fragrance packaging design

### PROJECT MANAGER, RETAIL STORE DEVELOPMENT

DONNA KARAN INTERNATIONAL, NEW YORK, NY 1995-1998

# GEMMA PICKET

## PARTIAL PROJECT LIST

### NEW YORK

The Fitzroy  
Freehand Hotel  
Perelman Arts Center Restaurant  
Ralph Lauren Men's, 867 Madison Avenue  
Rugby, University Place  
Ralph Lauren Women's, Bleecker Street  
Ralph Lauren Men's, Bleecker Street  
RRL, Bleecker Street  
RRL, Bleecker Street  
225 East 79<sup>th</sup> Street; residence

### BROOKLYN

Ace Hotel

### PHILADELPHIA

Steven Starr restaurant

### LONDON

Nomad  
Ralph Lauren, Brompton Cross

### DENVER

Ace Hotel

### BRENTWOOD

Goop Lab

### TAMPA

The Edition

### PARIS

Ralph Lauren, Saint Germain Boulevard  
(vintage and antique sourcing and procurement)

### MILAN

Ralph Lauren, Via Montenapoleone

### SWITZERLAND

Ralph Lauren, Gstaad

### AMSTERDAM

Rosewood  
Ralph Lauren

### BELGIUM

Ralph Lauren, Antwerp

### MOROCCO

Ralph Lauren, Casablanca

### ISTANBUL

Ralph Lauren, Istinye Park

### TURKEY

Ralph Lauren, Ankara

### DUBAI

Ralph Lauren, Mall of the Emirates  
Ralph Lauren, Dubai Mall  
Ralph Lauren Kids, Bur Juman Center

### QATAR

Ralph Lauren, Villagio Mall

### BAHRAIN

Ralph Lauren, City Centre

### SAUDI ARABIA

Ralph Lauren, Al Faisaliah Mall, Riyadh  
Ralph Lauren Women's, Al Khayyat Mall, Jeddah

### MOSCOW

Ralph Lauren, Tretyakovsky Passage  
Ralph Lauren, Barvikha Luxury Village  
Ralph Lauren, Kutuzovsky Avenue

### REYKJAVIK

The Edition

### SEOUL

Ralph Lauren, Cheongdam-dong

### SHANGHAI

Ralph Lauren Women's, Park Place  
Ralph Lauren, The Peninsula

### HONG KONG

Ralph Lauren Women's, The Peninsula  
Ralph Lauren, Ocean Terminal  
Ralph Lauren Children's, Ocean Terminal  
Ralph Lauren, Prince's Building  
Ralph Lauren, Landmark

### MACAU

Ralph Lauren, Sands Cotai Central

### SINGAPORE

Ralph Lauren, Marina Bay Sands

### JAPAN

Green Oak building, Aoyama, Tokyo  
Ralph Lauren, Omotesando Boulevard, Tokyo  
Rugby, Cat Street, Tokyo  
Rugby, Nagoya  
Denim & Supply, Cat Street, Tokyo,  
Ralph Lauren, Ginza, Tokyo

### AUSTRALIA

Polo Ralph Lauren, Bondi Junction, Sydney  
Polo Ralph Lauren, Chatswood Chase, Sydney  
Ralph Lauren, Collins St., Melbourne  
Ralph Lauren, Westfield Doncaster, Melbourne

### BARBADOS

Ralph Lauren, Limegrove, Holetown

### ARUBA

Ralph Lauren, Renaissance Mall

Virgin Voyages Cruise Ship