

Savannah Andrews



Visual Merchandising Specialist, Lululemon (Wharf Street, Victoria BC)



Visual Merchandising Specialist at Lululemon's Wharf Street store in Victoria, BC, with over 10 years in retail. My focus is hands-on product expertise, sharp merchandising instincts, and guest experiences people remember, driven by a passion for trend forecasting, product presentation, and turning creative concepts into strategic, executable floorsets.

Beyond VM, I lead a team of 10 as content facilitator, health and safety representative, and IDEA People Network member. I build an inclusive team through clear communication, direct feedback, and genuine fun.

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PREPARED

September 2026

ZONES SHOWN

10 fixture types, 34 photographs

All photography in this portfolio reflects current floorset strategy and zoning as merchandised in-store this month; none are drawn from a prior seasonal directive.



— Zones covered

01	Women's Tables	Folded product, front of store
02	Men's Tables	Weight-and-tone table builds
03	Women's Walls	Campaign-led wall storytelling
04	Men's Walls	Neutral-toned wall, exposed brick
05	Women's Floor Fixtures	Tennis capsule, outfit-grouped
06	Men's Floor Fixtures	Hero-silhouette rounder
07	Accessories & Footwear	Bags, hydration, shoe wall
08	Mannequin Styling	Full-outfit figure groupings
09	Before & After	Same fixture, reworked
10	Personal Favourites	Strongest builds on the floor

— ZONE 01

Women's Tables

Folded stacks graduated by tone across three table builds, each anchored by a styled piece that pulls the story together.



— ZONE 01 · PHOTO 2 OF 3
Women's Tables



— ZONE 01 · PHOTO 3 OF 3

Women's Tables



— ZONE 02

Men's Tables

Heavyweight jersey and mesh essentials grouped by hand-feel, palette running light to dark across the bay.



— ZONE 02 · PHOTO 2 OF 3

Men's Tables



— ZONE 02 · PHOTO 3 OF 3

Men's Tables



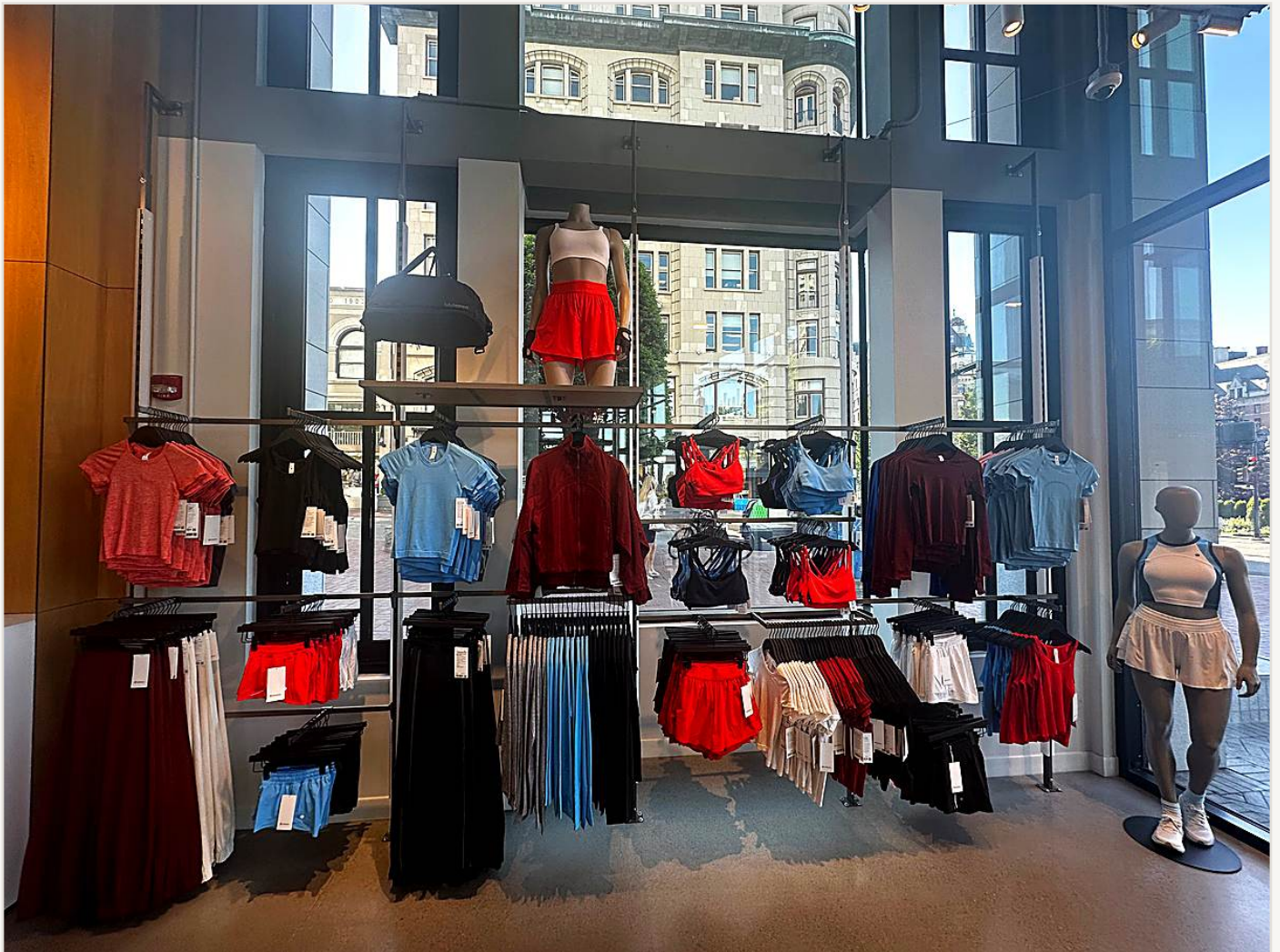
— ZONE 03

Women's Walls

Full-wall storytelling across four builds: campaign imagery, styled outerwear and folded product read together as one continuous scene.



— ZONE 03 · PHOTO 2 OF 4
Women's Walls



— ZONE 03 · PHOTO 3 OF 4

Women's Walls



— ZONE 03 · PHOTO 4 OF 4

Women's Walls



— ZONE 04

Men's Walls

Brick-and-steel backdrop used deliberately across the full wall run, letting the neutral tones of the range carry the story.



— ZONE 04 · PHOTO 2 OF 4
Men's Walls



— ZONE 04 · PHOTO 3 OF 4

Men's Walls



— ZONE 04 · PHOTO 4 OF 4
Men's Walls



— ZONE 05

Women's Floor Fixtures

Tennis and training capsules grouped by full outfit rather than garment type, so a guest can shop the whole look from one fixture.



— ZONE 05 · PHOTO 2 OF 4
Women's Floor Fixtures



— ZONE 05 · PHOTO 3 OF 4
Women's Floor Fixtures



— ZONE 05 · PHOTO 4 OF 4

Women's Floor Fixtures



— ZONE 06

Men's Floor Fixtures

Rounders anchored on hero silhouettes, with complete colour runs cascading beneath each.



— ZONE 06 · PHOTO 2 OF 3

Men's Floor Fixtures



— ZONE 06 · PHOTO 3 OF 3

Men's Floor Fixtures



— ZONE 07

Accessories & Footwear

Bag wall organized by silhouette and colour saturation, hydration wall run as a full spectrum, and the shoe wall shot dead-on for shelf impact.



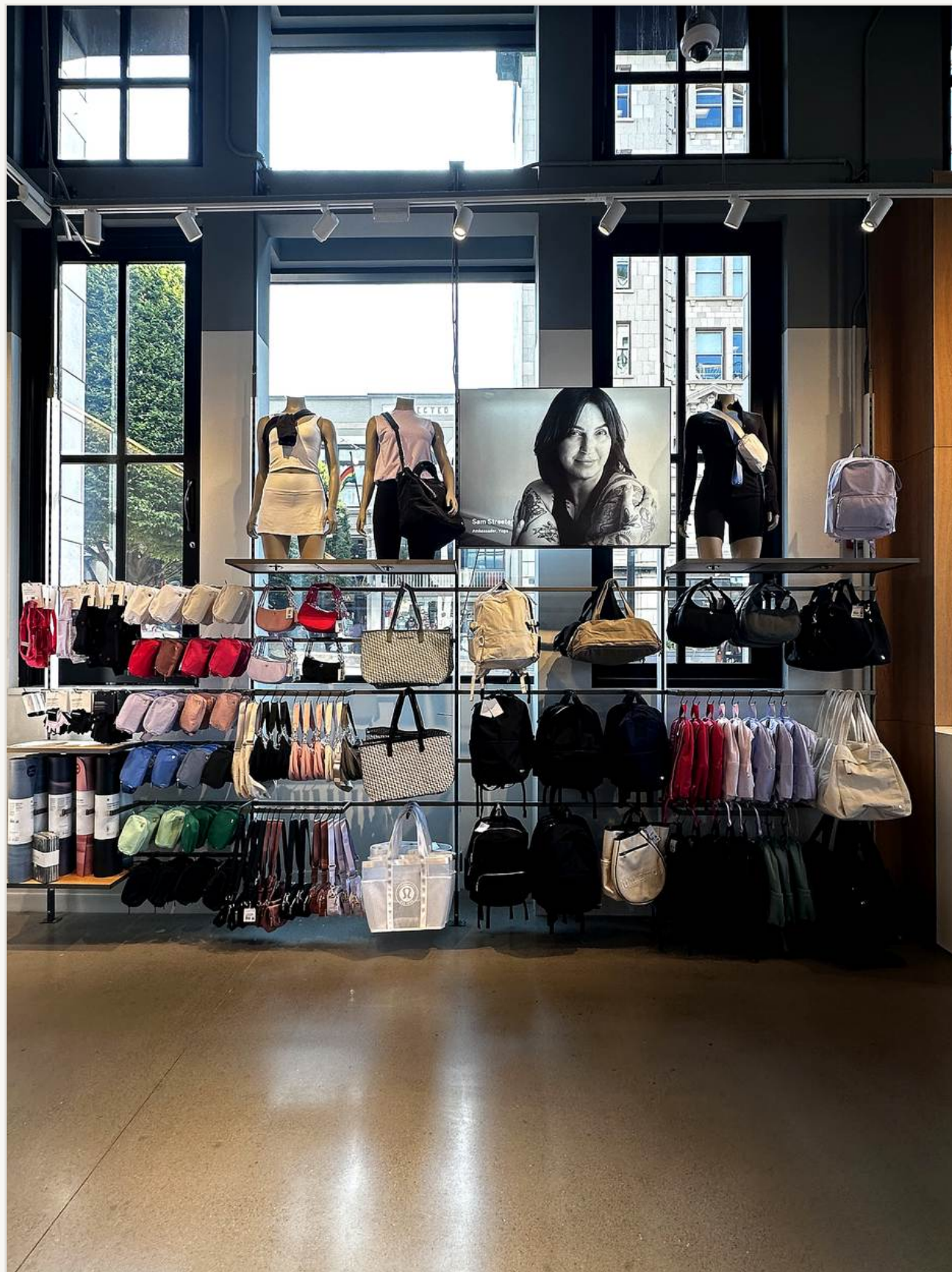
— ZONE 07 · PHOTO 2 OF 4

Accessories & Footwear



— ZONE 07 · PHOTO 3 OF 4

Accessories & Footwear



— ZONE 07 · PHOTO 4 OF 4

Accessories & Footwear



— ZONE 08

Mannequin Styling

Full-outfit mannequin groupings, each figure carrying its own colour story so the set reads at a glance from the aisle.



— ZONE 08 · PHOTO 2 OF 3

Mannequin Styling



— ZONE 08 · PHOTO 3 OF 3

Mannequin Styling



— ZONE 09

Before & After

Same fixture, reworked: stacks squared, colour blocked, and negative space put back into the layout.

BEFORE**AFTER**

— ZONE 10

Personal Favourites

The four builds Savannah is proudest of, including the Team Canada 'Cut From the Cold' moment, full-mannequin storytelling that stops guests on the floor.



— ZONE 10 · PHOTO 2 OF 4

Personal Favourites



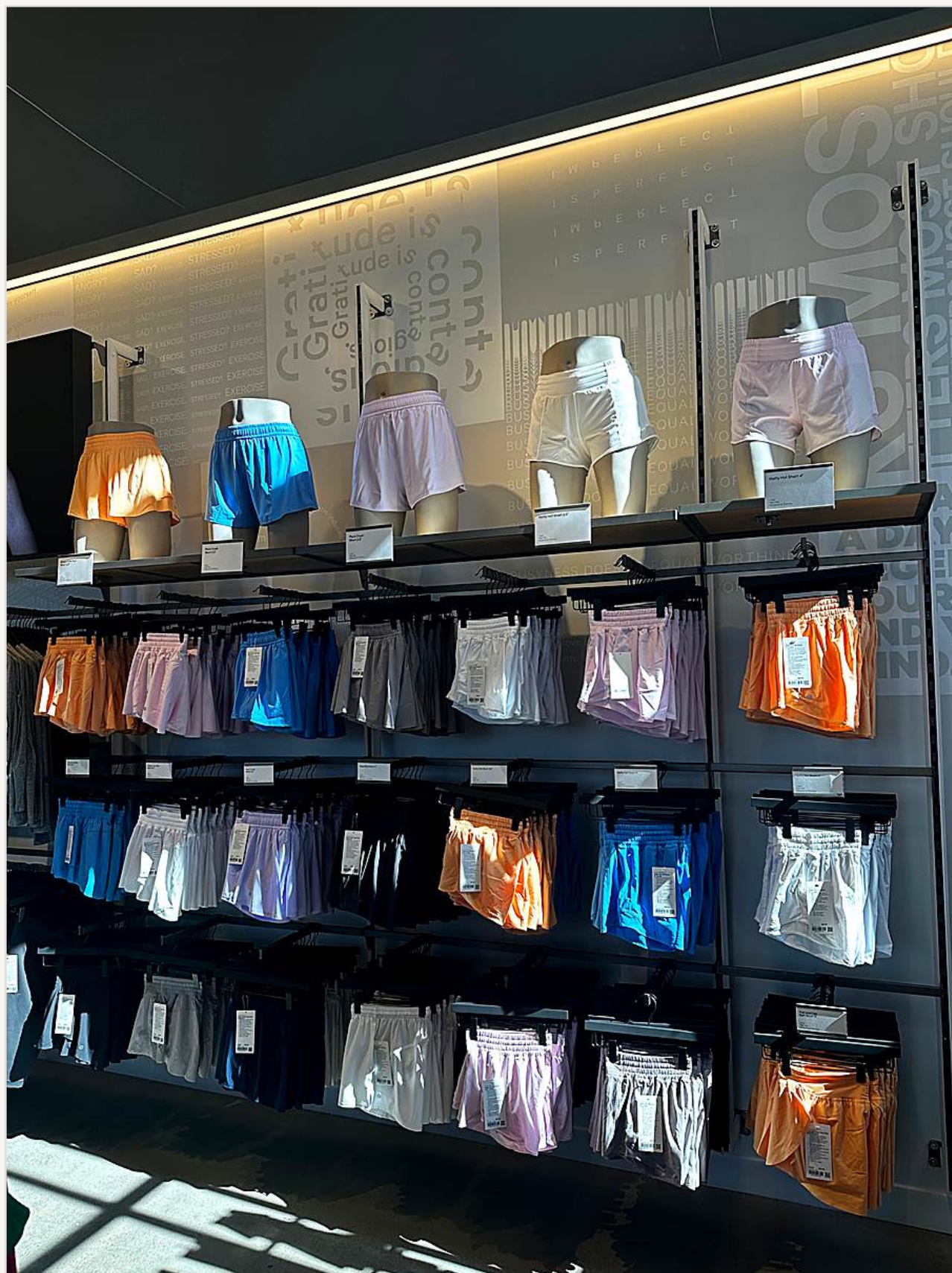
— ZONE 10 · PHOTO 3 OF 4

Personal Favourites



— ZONE 10 · PHOTO 4 OF 4

Personal Favourites



— Thank you for reviewing.

This portfolio was compiled from photography taken in-store at the Wharf Street location, current as of September 2026. A linked web version with the same 10 zones is available on request.

SAVANNAH ANDREWS

Visual Merchandising Candidate - Lululemon, Victoria BC

