Reyhaneh Burri

Interior Architecture · Brand Experiences · Hospitality

Bern, Switzerland · linkedin.com/in/reyhaneh-burri

PROFILE

For me, luxury hospitality means bringing each client into the world of the brand, so they experience it for themselves and create their own story within the brand's story. That is what builds a real connection, makes clients want to come back and lets them identify with the brand. A brand story has to be both moving and credible, because emotion is what turns a visit into a lasting bond. For Omega, I created the hosting protocols for the brand apartments in Hong Kong and New York, where collectors, strategic partners and brand ambassadors were received at the highest level. At Gucci Group Watches, I led marketing and corporate communication for watches and jewellery across all boutiques worldwide and 13 subsidiaries, including flagship events, roadshows and brand ambassador relations. Trained at EHL École hôtelière de Lausanne and in interior architecture, I combine a true sense of service with an eye for atmosphere and detail. My strengths are clear communication, warmth and long-term relationships.

PROFESSIONAL EXPERIENCE

02/2024 – 11/2025
Bern

VP Sales & Marketing

Creative Circle International AG · Retail display systems for luxury watch, jewellery and eyewear brands

— Repositioned the company and developed its marketing strategy to diversify the clientele and open new luxury segments.

— Revitalised relationships with existing clients and acquired new ones, as the central contact between brands, designers and production partners.

— Developed new skills and services to scale the business, including the launch of the Geneva subsidiary.

08/2023 – 01/2024
Hong Kong · New York

Head of Visual Merchandising & Product Development

Creative Circle International AG · Omega brand apartments

— Created tailored hosting protocols for the Omega brand apartments, where collectors, strategic partners and brand ambassadors were received at the highest level.

— Led the development of corporate products, visual merchandising products and guidelines for watches and jewellery, including furniture, accessories and packaging for the apartments.

— Delivered three VIP brand apartment projects end to end in Hong Kong and SoHo, New York, built on top of the flagship stores — managing premium international suppliers, budget, stock, serial numbering and shipping logistics.

2009 – 2023
Bern

Interior Architect & Project Manager

RnB Interior Architecture · Halle 58 Architektur · Own firm

— Guided international private and diplomatic clients from the first meeting to handover, building trust and long-term relationships — including the Bern residence of the Australian Ambassador.

— Managed projects end to end: design, suppliers, procurement, budgets, building permit applications and site coordination.

2000 – 2006
Neuchâtel / Cortaillod

Head of Marketing & Corporate Communication, Worldwide

Gucci Group Watches

— Led marketing and corporate communication for watches and jewellery across all Gucci boutiques worldwide and 13 subsidiaries.

— Coordinated product launches, roadshows and flagship events, and managed brand ambassador relations.

— Developed marketing tools and communication kits, and ensured corporate standards were applied in every market and distribution channel.

— Organised showroom sales, managed worldwide stock and created a CRM system for the watch and jewellery category.

1995 – 1999
New Delhi

Business Development & Marketing Consultant

Swiss Embassy, Chamber of Commerce

— Coordinated PR, events and receptions for high-level delegations and bilateral business forums.

EDUCATION

Harvard Business School, Executive Education 2026
Creating Brand Value · Digital Marketing Strategy

École Athenaeum 2007 – 2010
Interior Architecture · Lausanne

Whitehouse Institute 1991 – 1998
Bachelor of Design, Advertising & Design Thinking · Sydney

EHL École hôtelière de Lausanne 1989 – 1990
Lausanne

LANGUAGES

French	FLUENT
English	FLUENT
German	B2
Persian	NATIVE

Lived and worked in Switzerland, Australia, India

CORE SKILLS

— Storytelling that turns a brand's heritage and craftsmanship into something people feel and remember

— Ease with high-level guests and cultures, from collectors to diplomatic delegations

— Visual merchandising: corporate visual material that translates the brand identity, from design to rollout

— Project leadership with suppliers, budgets and logistics across several countries

— Personal client care and long-term relationships, from the first meeting to lasting loyalty

— Space and atmosphere: interior architecture, materials and light (VectorWorks, Revit, Midjourney)

— Marketing, PR and communication for international luxury watch and jewellery brands