

## Essentiel Antwerp – Digital Merchandising Intern

Since its creation in 1999, **Essentiel Antwerp** has been driven by passion – passion for high-quality fashion with a playful twist. With our signature mix of playfulness and sophistication, we've expanded across Europe and the US, now available in over 700 multi-brand stores worldwide.

We're looking for an enthusiastic **Digital Merchandising Intern** to join our E-commerce team at our Antwerp headquarters. If you're a detail-driven fashion enthusiast with a sharp eye for online presentation and a passion for optimizing the digital shopping journey, Essentiel Antwerp offers you the perfect opportunity to dive into the world of digital merchandising and E-commerce.

### Your mission

As a Digital Merchandising Intern, you'll support the E-commerce team in optimizing product presentation. From assisting with product launches and seasonal collection uploads to analyzing performance data and ensuring visual consistency, you'll help translate our brand DNA into a compelling online shopping experience that resonates globally.

### Task description

#### **Product Excellence:**

- Collecting and structuring product information (including descriptions, materials, sizes).
- Uploading and editing product data in the PIM system.
- Checking live products on the webshop.
- Ensuring that new seasonal products are launched accurately and on time.

#### **Content Excellence:**

- Updating CMS pages such as homepages, edits and banners.
- Assisting with proofreading and checking content such as newsletters or campaign pages.
- Supporting weekly checks and optimisations on the webshop.

#### **Competitor Benchmark:**

- Actively monitor competitors in terms of product presentation, navigation, storytelling and promotions.
- Regularly share insights with the team and make suggestions for optimisations.

#### **Project: Re-ssentiel** (our second-hand platform)

- Information gathering about second-hand products.
- Helping to follow up on communication with external partners.
- Merchandising and positioning on the webshop.

- Contributing ideas about storytelling and content on the second-hand page.

### **Skills & experience**

- You are in your 3rd Bachelor or Master in marketing, business, or communication during the internship.
- You are available for a full-time internship, based in Antwerp, for a minimum of 4 months.
- You have a strong interest in E-commerce and digital content and excellent communication skills, both written and spoken; fluent in Dutch and English. French is a plus.
- You have basic knowledge of Excel.
- You work with accuracy and have a keen eye for detail.
- You have a proactive attitude and willingness to learn.
- Affinity with CMS/PIM systems is a plus.

### **Job offer**

- A 4- to 6-month internship in a young, dynamic fashion company experiencing exciting international growth.
- A dynamic and creative work environment in an international fashion brand.
- Valuable hands-on experience in Digital Merchandising and E-commerce.
- A chance to grow your network in the fashion industry.
- A team of young, passionate, collaborative colleagues who value fresh ideas.

Excited to join our journey? Send us your CV, a motivation letter, and any relevant portfolio links. We can't wait to meet you: [jobs@essentiel-antwerp.com](mailto:jobs@essentiel-antwerp.com)

<https://www.essentiel-antwerp.com/careers>