

Essentiel Antwerp – Digital Merchandising Intern

Introduction

Essentiel Antwerp is a global contemporary brand from Antwerp, synonymous with positive energy.

Dedicated to fierce, fabulous and fun-loving individuals, the label brings mood-boosting fashion that lifts the spirits.

We are representative in more than 40 countries, with approximately 40 retail stores. Each store embodies our distinctive brand identity and is strategically located in prime locations. With a presence in over 750 doors and selected department stores, we have built a qualitative global wholesale distribution.

Essentiel Antwerp stands for more than fashion, it stands for a state of being. Authenticity is at the heart of the company.

With a continuous desire for growth, the brand is always on the lookout for the next move.

Job 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

Who you are

- You're studying digital merchandising, marketing, communication, or another relevant field.

- You're analytically strong: data, details, and accuracy are your biggest assets.
- You can really get into the tone of voice of a brand.
- You have an interest in fashion and like keeping up with trends.
- You're communicative, organized, and work flawlessly.
- You can work independently but aren't afraid to ask questions.
- You speak Dutch and English (French is a plus).

What we offer

- A varied internship where you gain experience in digital merchandising, storytelling, content, and web.
- The chance to work on concrete marketing and merchandising projects.
- A creative, dynamic team where ideas are welcome.
- A unique behind-the-scenes look at an international fashion brand.

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