

## PROFILE | LEONIE

### CREATIVE CONSULTANT

I offer ten years of experience within the creative industry, previously in product and graphic design, with the last four focusing on concept development, trend forecasting, and creative direction.

## CLIENTS + EMPLOYERS

### 2020 - SEVDALIZA | POCKIES | REPOSE AMSTERDAM

APPAREL + TEXTILE DESIGN | 2020 (FREELANCE)

Multiple design projects throughout the year.

### DFNS *Apparel + footwear lifestyle and care products*

CONCEPT AND ART DIRECTION | MAY 2019 - NOVEMBER 2019 (FREELANCE)

At DFNS I developed a lifestyle and cultural identity for the brand through concepts, art direction and design. This process was during the start up stage of the brand and included guidelines, analysis and reports bringing relevance to the brand within their market and to their target audience. The identity and structure I created will be used as a base from which to deliver lifestyle and culture content as the brand grows.

### SCOTCH & SODA *Apparel fashion brand*

DESIGN + DEVELOPMENT SEPT | OCT 2018 / JAN - MAY 2019 (FREELANCE)

Covering maternity leave within the design team I worked on the FW19 and SS20 Scotch Shrunken collection from the design phase to production handover. The design process differs vastly from my experience within commercial fashion brands therefore I welcomed the opportunity to experience their intuitive, off screen, hands-on process. This consisted of garment sourcing, deconstruction, marking, collaging and hand sketching, and in-person handover with the manufacturer's.

### SUPRA *Apparel and footwear skate brand*

TREND, COLOUR + MATERIAL CONSULTANT | APR - JUN 2018 (FREELANCE)

Through focused trend, colour and material concepts I delivered a vision for Supra that was both in line with seasonal design themes and the then-current cultural movements. These focused concepts consisted of a visual "snapshot" concept, a digital palette, and direction for strategic development and application of colour and materials. These concepts, alongside a line plan, served as the brief for the design team to shape their FW19 men's tier 0 streetwear collection.

### DAILY PAPER *Apparel fashion brand*

CONCEPT AND DESIGN | JUL 2016 - MAY 2018 (FULL-TIME)

As the concept designer, I developed the narratives for the SS18 Transcend Borders, FW18 Unite and SS19 Survival & Success in the Digital Age. I analysed, recorded and forecast culture shifts combining these findings with the POV of the founders. My role was to stay true to the brand core and community alongside ensuring brand relevancy and growth. These concepts were translated by the relevant teams throughout the business (for the design team I would translate into directions for silhouette, print, trim, colour & material). During this time Daily Paper collaborated with Somalian art therapy organisation, was awarded the ad prize for Best Social Award in the best positive impact category and were interviewed as part of BBC Africa's Diaspora Diaries series.

As for design; during FW17 men's and woman's collection I delivered aops and garments supporting the build of the collection. For the SS18 I moved into the role of concept designer but also headed up the design and development of women's collection. By SS19 I focused completely on concept development supporting the design team with when necessary with aop's, graphics.

## CONTACT

AMSTERDAM

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## LANGUAGES

ENGLISH \_\_\_\_\_ 1st

DUTCH \_\_

## STRENGTHS

RESEARCH + CREATIVE STORY BUILDING

## ATTRIBUTES

EMPATHETIC | INQUISITIVE

## EDUCATION

BA(HONS) FASHION DESIGN & TECHNOLOGY  
MANCHESTER METROPOLITAN UNIVERSITY  
England 2008-2012

FASHION DESIGN & MANUFACTURE HND  
CARDONALD COLLEGE  
Scotland 2006-2008

## CLIENTS + EMPLOYERS CONTINUED..

TQTB | SKTK | WHITE RABBIT (2018 - 2019)

BRANDING AND IDENTITY DESIGN

MAKERS UNITE (FREELANCE 2016)

CREATIVE DIRECTION OF THE  
COLLECTION, DESIGN AND DEVELOPMENT

POCKIES | LOUIS JEANS | REPOSE (2018)

COOLCAT (AUGUST 2014 - JULY 2016)

GRAPHIC AND PRINT FOR TEXTILES

WILSON'S DESIGN SOURCE + SUPPLY (2012 - 2014)

PUMA (2010 - 2011)

FASHION AND TEXTILE DESIGN +  
COLLECTION BUILDING AND DEVELOPMENT