

Kristina Loginova

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PROFILE

Experienced and driven Couture/ womenswear designer, as well as a creative pattern maker, with extensive knowledge in many different fashion categories from initial design ideas to full execution. Always eager to set a creative tone and inspire new ideas and concepts ,collaborating with artists and artisans throughout the world. Specialized in creating highly acclaimed, one of the kind statement pieces.

EMPLOYMENT HISTORY

Apr 2024- Present

Design Director, Soft Wovens, Alexander Wang

New York, USA

- Responsible for creating a new Soft Woven category
- Leading a soft wovens team and overlooking the work of the Atelier
- Responsible for proposing new ideas and silhouettes.

Apr 2022 — March 2024

Co-Responsible of the newly created Couture department, Paris, France **Senior Womenswear designer,** Balmain

Paris, France

- Expanding the Couture aspect into special projects and RTW
- Responsible for creation of Couture looks Finale for collections
- Special celebrity pieces
- Couture technique development into special RTW pieces

Jun 2019 — Apr 2022

Senior Womenswear and Embellishment Designer , Balmain

Paris, France

- Direct idea exchange with the creative director on all aspects of the collection creation
- Specializing in unique, one of the kind pieces
- Collaborating with artists and artisans in France and around the world to create unconventional, inspiring pieces, even using materials such as wood, stained glass, natural crystals, plaster, latex, molded leather, metal.
- Creating interesting embroidery samples
- Making first prototypes in fabric and other materials (wax, plaster, paper, varaform etc.)
- Making toiles, maquettes, interesting embellishment samples to enrich the garments
- Managing the entire design process from initial research, mood board creation, sketching to delivering the end product.
- Participating in the concept development and creative meetings, pitching original ideas
- Close collaboration with the other departments (knit, embroidery, print) to create a cohesive collection
- Assisting in every fitting together with the creative director to ensure the correct fit and aesthetics
- Working closely with the pattern makers and the atelier
- Defusing statement pieces to fit the commercial need
- Making sure the merchandising plan is respected
- Launching garments with product developers
- Mentoring and coaching junior designers to help them improve and integrate
- Creating bijoux and belts for both Runway and Pre-Collections
- Assisting at campaign and commercial shoots, runway backstage
- Making sure celebrity projects are carried out correctly and to the standard

Jun 2017 — Jun 2019

Senior Creative Pattern Maker, Palmer Harding

London, UK

- Innovative pattern cutting to find a modern approach to garment construction
- Sole pattern maker at the company
- Responsible for all drapes and creative ideas regarding shape and silhouette
- Design proposals through draping and fabric manipulation
- Working directly with the heads of design in interpretation of their collection brief
- Responsible for every pattern made for both collection and production
- Conducting proper collection fittings and issuing necessary adjustments
- Conducting production fitting and adjusting patterns to fit the commercial needs

Nov 2011 — Jun 2017

Womenswear Designer/ Creative pattern maker , Ermanno Scervino Florence, Italy

- Responsible for concept development, research, sketching and the creation of the first toile
- Working closely with the other designers and creative Director to ensure the cohesive collection
- Creating new Haute Couture samples, embellishment and 3D surface creations
- Following all VIP projects, ensuring the best fit
- Draping and Pattern making my own designs (focus on soft fabric silhouettes for both evening and day wear)
- Managing a team of seamstresses, pattern makers and interns in all aspects of garment creation
- Assisting in all the fittings to ensure the correct fit and silhouette
- Responsible for producing first prototypes
- Working closely with suppliers and external production companies in all stages of the production

Feb 2016 — Jun 2017

Professor in Fashion Collection Construction, LdM Lorenzo di Florence, Italy **Medici**
Italian International Institute

- Guiding students through the process of constructing their collection from mood board/sketching to final garments
- Guiding students to create a cohesive and interesting collections
- Helping students to develop their skills in draping and pattern making
- Guiding students through sewing techniques

Dec 2009 — Jul 2011

Art Directors Assistant/ Creative Pattern Making Assistant, Chado New York,
Ralph Rucci USA

- Finalizing and manipulating intricate patterns (specializing in evening wear)
- Fabric manipulations- applying feathers, making flowers, smocking, braiding
- Creating artworks for prints as well as direct painting on fabrics

May 2009 — Nov 2009

Womenswear design Internship, Marchesa New York,
USA

- Created origami flowers for the Spring 2010 collection and made over 300 of them for the production of these garments

EDUCATION

Sep 2006 — Jul 2010

BFA (Bachelor of Fine Arts) in Fashion Design, FIT Fashion New York, USA
Institute of Technology

- Certificate in Haute Couture techniques
- Exchange program at Hong Kong Polytechnic University in Hong Kong (01/2009-07/2009)
- Exchange program at Polimoda in Florence, Italy (09/2006-06/2007)

SKILLS

Adaptability

Creative and visionary with passion for my work

Ability to Work Under Pressure

Critical thinking and problem solving

Extensive knowledge and experience in design, draping, pattern making

Collaboration & Teamwork

Ability to manage and follow multiple projects and deadlines

Ability to articulate creative concept and rationale to other team members, Pattern Makers, Atelier

LANGUAGES

English

Lithuanian

Italian

Russian

French

Polish