



CV

Emma Haikonen

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Education

2017-2021
Aalto University
Master's program in Fashion,
Clothing and Textile Design
Master of Arts
Helsinki, Finland

Minor in Fashion Management,
Aalto University School of Business

2011-2016
Lahti Institute of Design,
Bachelor of Arts
Major in Fashion design
Lahti, Finland

2014
University of the Arts HKU
Fashion design
Utrecht, The Netherlands

2007-2010
Tiirismaa highschool
Undergraduate
Lahti, Finland

Skills

Project Management: In publishing,
fashion design, arts and cultural
field: both strategic and operational;
products, events, visual concepts.

Business development: Stakeholder
and customer relations, budgets and
cashflow management, advertising
booking and relations, distribution,
production management and
logistics, accounting, sales tracking,
hr, team leading, sourcing talent

Fashion Management: Fashion
marketing, consumer behavior,
advertising, consumer psychology

AD: Directing and planning visual
identities, producing photoshoots and
production print or digital, organizing
and executing campaigns

Fashion Design: Womenswear
and menswear design, knitwear,
production, sourcing, quality control

Language skills

Finnish - Native
English - Excellent
Spanish - Excellent
French - Advanced
Swedish - Advanced

Other

Adobe Illustrator
Photoshop
InDesign
Premiere Pro
Microsoft Office Suite
Mailchimp
Later
Pitch
Notion
Blinkplan

Professional experience

9/2021-12/2024 (currently on parental leave)

A Magazine Curated By, Paris

Managing Editor

Managing editor at A Magazine Curated By, a dedicated print magazine with a 20-year iconic status guest-edited by an independent fashion designer or the creative director of a fashion house. Responsible for all project management of the publication and special projects, acting as the link between the editorial team and management, responsible for budgets, distribution, advertising, stakeholder relationships, managing in-house productions and organizing every-day- operations.

www.amagazinecuratedby.com

12/2017-7/2020

Max Mara, Helsinki

Sales Advisor

Customer service, consulting for alterations, visual merchandising during master studies at Aalto University.

1-8/2017

Finnish Art Agency, Helsinki

Assistant Curator

Assisting curator and CEO in an international consulting and curating agency providing online consulting, face-to-face coaching and mentoring for art professionals and artists. In addition, tasks included graphic design, managing mailing lists, designing and producing invitations, posters and press releases, communications, designing and managing the newsletter, content creation and various production related tasks.

3-12/2015

Ann-Sofie Back, Stockholm

Studio Manager

Position acting as a link between Ann-Sofie Back, design and production teams. Responsible for all deadlines, daily studio activities, communicating with factories, fittings, product development, tech packs, sketches, samples, making print artworks, patterns and graphic material. Responsible for managing all design interns and being their supervisor.

9/2014- 3/2015

Acne Studios, Stockholm

Intern at Womenswear Design

Intern for AW15 Main show collection in woven and leather. Tasks in the team included assisting the design team led by Sebastien Peigné and Bruno Sialelli in research, making fabric manipulation samples, updating technical drawings, suggesting techniques, draping, sketching, assisting in all main collection fittings and passings, taking fitting pictures and photo editing.