

YULIATI SOEPRAJITNO

CONTACT

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Languages: English, French, Dutch, Indonesian - Fluent / Italian - basic

Based: Netherlands - Dutch Nationality

WORK EXPERIENCE

FREELANCE DESIGN CONSULTANT / DESIGN DIRECTOR | 2021 - PRESENT

Tommy Hilfiger - Design Director - 2022

- Design Direction: soft woven, tailored woven, outerwear, leather
- Reorganise structure studio, lead new design direction
- Lead from concept to market, mood board, fabric selection, prints, looks, fittings
- Lead team of 10 designers. Hands-on strategic leadership, guide clearly, mentor and manage
- Development of new fabrics, yarns, prints, trims. Collaborate with factories and technical teams
- Collaborate w cross functional teams: design menswear, prints, merchandising, production, vendors
- Work closely with Creative Director

Scotch & Soda - Design Director - 2021 - 2022

- Lead Womenswear: soft & tailored woven, outerwear, knits, cut & sew, print & graphics, color, accessories
- Lead and empower team of 12 designers. Design cohesively from concept to collection
- Create and lead: concept, mood boards, color cards, fabrics/knits, prints & graphics, looks, sketch, trims, fittings
- Restructure studio with new talents. Reorganise way of working
- Collaborate with factories, suppliers, production team and merchandise team.
- Results: doubled sales, elevated style, qualities and fits, brand awareness, recruit & empowered design team

Fashion Institute of Technology New York – Mentor graduate students – 2023

Fabrique X Yuliati Soeprajitno – Design capsule collections – 2023 – present

Wehkamp – Head Design Consultant – 2021 – present

- Concepts, color cards, design, fits, campaign
- Creative Direction new webshop, shopping app experience, platform, logo, colors, stories, user experience

FULL TIME SENIOR DESIGNER

Senior Designer Womenswear | 2019

Redemption - Milan

- Pré collection, Main collection, Haute Couture, all made in Italy
- Research, drapes, sketch, select fabric, design looks, color card, collaborate with production
- Work closely with atelier and factories, fittings, organize Paris show

Senior Designer Womenswear | 2015 - 2017

Thakoon - New York

- Research, drapes, fabric selection, sketch, develop into line plan.
- Lead design team: mentor, inspire, manage workload and timeline, responsible of proto developments.
- Develop prototypes with atelier and factories in New York.
- Lead fittings, follow up corrections.
- Responsible for atelier: manage & develop protos, hire patternmakers, source NY factories.
- Collaborate with factories and suppliers in New York and overseas
- Collaborate production team and merchandising team. Responsible for calendar and budget.
- Runway: collaborate styliste, fittings, develop showpieces at atelier and factories in New York.
- Design and responsible for special projects (VIP, red carpet)

Senior Designer | 2013 - 2015

Kate Spade - New York

- Deliver new RTW category: broadening assortment and elevate the collections
- Build & lead design team (in-house & freelance), inspire and mentor, meet milestones
- Create concepts, drapes, select fabrics, propose prints, sketch
- Lead fittings, collaborate w technical designers: improve fit and construction
- Visit factories in the USA and overseas for collection development
- Collaborate w production team: aim highest quality, respect calendar, costing
- Collaborate with merchandising team
- Travels Paris, Tokyo, Los Angeles, Hong Kong for research and development
- Present and collaborate with senior leadership

Senior Concepts Designer

- Create concept direction and seasonal stories for RTW, bags, shoes, soft accessories
- Sketch leading collection to provide main direction for the design team

Senior Designer | 2012

Carven - Paris

- Create mood boards, source and select fabrics and trims, color cards, propose prints, sketch
- Launch models with factories and atelier, fitting, corrections until showroom sample
- Work closely w Creative Director and collaborate with modelists, suppliers and factories

Designer RTW See by Chloé | 2010 - 2011

Chloé - Paris

- Creating RTW collections, fully responsible for design and development Ready to Wear
- In charge of 4 collections a year: woven, small accessories and jewelry
- Mood boards and concepts, research: volume, proportions, details, finishings
- Source fabric and supplies (PV) (French, Italian, Japanese suppliers)
- Create embroideries
- Sketch: soft woven and tailored woven, launch technical files at Italian atelier, fittings
- Collaborate with modelists, product managers and commercial team
- Participate and organize lookbook (styling, fitting etc.)
- Travels abroad for factory visits (Italy) and research (NY and Paris)

Senior Designer | 2006 - 2009

Isabel Marant - Paris

- Creative development of Isabel Marant, Etoile
- Propose themes, research, propose fabrics, trimmings, jacquards
- Volume studies, developing details and finishing ideas
- Embroideries & Prints: research, develop themes, create motifs and placements, develop techniques, color combinations, launch and follow up
- Technical drawings, technical files and manage the collection plan
- Collaboration closely with modelistes and atelier and head of atelier
- Collaborate with production managers to launch salesman sample with factories
- Managing daily between the studio, the atelier and the production team
- Assist and organize the fashion shows and lookbooks
- Design bag collection

Assistant Accessories Designer | 2005

Rochas - Paris

- Design shoes, bags, small leather goods, opticals, jewelries.
- Create concepts, mood boards, color cards, material selection, sketch, technical files

EDUCATION

Institut Français de la Mode | 2004 - 2005

Fashion Design Post-Graduate Program / Master

SKILLS

Adobe Photoshop, Illustrator, Indesign

Fashion Institute Amsterdam AMFI | 1997 - 2001

Fashion Design - BA

Personal Development

I teach for more than 15 years a leadership training, called the Avatar Course. A powerful, pure, self-development program.