



CURRICULUM VITAE

Malin Bernreuther
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SUMMARY

Creative mind with about 10 years of national and international professional experience in various positions. Holistic support of various product groups. Curious, flexible and with project-based team leadership experience.

WORK EXPERIENCE

professional

since 04/2020

MARC O'POLO DENIM/STEPHANSKIRCHEN

Senior design / maternity cover

Responsible for design of outerwear + heavy wovens in direct consultation with design director:

trend analysis, material research, creation of techpacks, fittings

since 08/2019

FREELANCE DESIGN UND CONSULTING/MUENCHEN

Design + product management and strategic consulting of brands in direct consultation with design director or management:

design, sourcing, production of apparel and accessories, art direction and visual storytelling

11/2019-06/2020

STRYBER/MUENCHEN

Freelance Venture Architect

Responsible for the development of a sustainable D2C fashion start-up (women's wear, leather accessories, homewear) up to the seed investment phase:

design + product management, supplychain management, sourcing, pricing, visual storytelling, brand building, marketing

10/2018-04/2019

IRIS VON ARNIM/HAMBURG

Senior design and product management

Responsible for design + product management wovens + leather in direct consultation with the management:

trend analysis, material research, fitting, creation from techpack, communicative link between different departments, pricing, supplier communication, quality control

08/2016-09/2018

ETIENNE AIGNER/MUENCHEN

Senior design and product management

Responsible for design + product management of womenswear + textiles (fashion show, celebrity design, capsule + main collections) in direct consultation with design director:

trend analysis, fitting, communicative link between different departments, sourcing, pricing, supplier communication, styling and coordination of fashion show + shoot, visual storytelling

since 06/2015

NADITUM

Founder of a sustainable bag label in the fairluxury segment

design + product management, supply chain management, marketing

01/2015-08/2016

FREELANCE DESIGN AND CONSULTING/BERLIN

Design + product management and strategic consulting of brands:

design, sourcing, production of apparel and accessories

01/2014-08/2016

PRIVAT ART SCHOOL/BERLIN

Freelance lecturer

leading of semester lectures and weekend workshops, group and individual supervision of course participants

12/2013-05/2014

BOBBY KOLADE/BERLIN

Design

design of wovens + accessories, trend analysis, fittings, product management, sourcing

03/2013-10/2013

KENZO/PARIS

Assistance

design of outerwear + light wovens/draping, research, assisting with fittings, fabric and processing research, styling

training

03/2011-08/2011

GIVENCHY/PARIS

Trainee

design of outer-, formalwear and accessories, research, print design, technical drawings, participation in fittings

09/2010-02/2011

DIOR/PARIS

Internship

design of wovens, knits and accessories, trend analysis, print design, illustration, technical drawings

09/2008-10/2008

EL CABALLO/SEVILLA

Internship

trend analysis, illustration and design proposals for womenswear and leather accessories

EDUCATION

2018

Kunsthochschule Weißensee/ Berlin, postgraduate studies/ sustainable fashion

2007-2012

2006-2007

2005-2006

Kunsthochschule Weißensee/ Berlin, diploma/ womenswear + textiles
Royal Academy of Fine Arts/ Antwerpen/ fashion design
Von Erlenbach Kunstschule/ Berlin, foundation course

COMPETENCIES

German (native) | English (fluent in speaking and writing) |
Spanish (intermediate) | French (intermediate) | Italian (beginner)
Photoshop | Illustrator | InDesign | Microsoft Office | PDM

common sense | strong analytical and strategic thinking | team player |
organizational talent | exceptional communication skills | team lead

AWARDS/ CERTIFICATES

09/2019

08/2019

2019

07/2019

01/2011

07/2010

04/2009-12/2013

Scrum Master

Agile project management, workshop

With Design Thinking to a Network Culture, HPI, workshop

Design Thinking, workshop

Espacio Nudage/ International design contest/1st prize/ Santander
exhibition/ Greenlab Laboratory for sustainable design concepts/Berlin
scholarship for highly talented students, Studienstiftung des
deutschen Volkes