



## SUMMARY

- Career path covers fashion hubs like Milan, Rome, London, Los Angeles and Shanghai.
- Experience and expertise of **creative directing, branding, art directing, fashion design** and **photography** across designer houses, commercial brands, lifestyle brands and fashion & lifestyle magazines.
- Highly intergrated of art and commerce. Unique perspective and aesthetic. Multi-cultured and highly adaptive, determined worker, fast learning, result driven and high efficiency.
- From creating initial conceptual ideas and rendering to driving optimal team working and production. I am fully prepared to take on challenges.

## CREATIVE DIRECTOR

Keren Kierkegaard  
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www.kerenkierkegaard.com  
keren.kierkegaard@gmail.com  
+39 3453410911

## KEY ACHIEVEMENT

- Improved current company overall profit by 120% in 2021.
- First prize of the Cecil Beaton Photography Contest hosted by National Portrait Gallery in London, U.K. in 2019.
- Photo book “ Twinset ” published by Kaltblut in 2019.
- Participated in the exhibition “ Form, Formless ” hosted by Tate Modern London in 2018
- Portrait book “ To Form The Substance Of ” published by CLIENT all over the U.K. in 2017.
- Selected to work for Valentino out of top design institutions in Italy after graduation in 2015.

## EXPERIENCE

### Brand & Creative Art director

Ms MIN; Xiamen; 01/2021 - 07/2022

- \* In charge of all relevant brand building and marketing operation promotions and productions, initiating creative directions for all brand contents, cross-brand collaborations and other commercial development, resource development, etc...
- \* Developed and summarised comprehensive brand system which includes but not limited to internal and external brand books, brand assets and brand intangible values.
- \* Built a comprehensive visual system, including but not limited to brand VI and SI system to offline VM with highly intergrated art and commerce perspectives.
- \* Developed and injected insightful knowledges and strategies to different socia channels including online commerce.
- \* Systemised and enhanced branding and communication strategy plan and departments yearly budgets.
- \* Rased brand awareness and reputation within the fashion industry and in the general market.

### Creative/art director, fashion director consultant and photographer

k.kierkegaard; International; 08/2017 - Present

- \* Developing and summarising brand strategy for branding and marketing according to each brand's very own DNA.
- \* Building comprehensive brand VI and SI system.
- \* Creative direction for photo shootings and event prodcutions for various purposes.
- \* Build comprehensive brand collection strategies and its communication.
- \* Key Clients : Alo Yoga, HAYJ, Suntory, Ferrero Rocher, H&M, NPG, CLIENT, Le Chic, Vogue Italia, Mode, GQ, CAP 74024, KALTBLUT, KAWAKEY, fcuk, JUDY WU, etc.

### Men's wear director

SEDUNO for H&M; Shanghai; 08/2017 - 09/2018

- \* Led a team of 10 designers and 20 merchants.
- \* Supply for H&M men's department with 4 collections (30-40 pieces each) every 3 weeks.
- \* Scored the first H&M men's wear oversea design order.
- \* Proactively research and identify the latest trends, colours, fabrics, prints, graphics, trims and translate them into commercial designs suitable for the fast-fashion market.
- \* Closely working with production, fabric mills, and all related resources.

### Lead designer

Topson Downs; Los Angeles; 06/2016 - 08/2017

- \* 3 times best selling styles of the month for Target in America.
- \* Design and develop on multiple cross channel active and leisure wear brands including Jaywalker, Lululemon, Alo Yoga, Target, etc.
- \* Maintain accountability for overall quality of creative work and final samples from the China Design Team.
- \* Oversee production approvals, hand-feel, color, construction to ensure that they meet all standard and calendar deadlines for each division.
- \* Coordinated costing efforts to assure the best possible pricing for existing and new development samples.
- \* Close relationships with suppliers and buyers.

### RTW designer

Valentino S.p.A.; Rome; 07/2015 - 04/2016

- \* Develop sketches based on Designer/Design Director inputs.
- \* Assist with Artworks and placements on paper patterns.
- \* Modify or integrate sketches in terms of size, proportion, materials and colors.
- \* Support Designers applying graphic corrections (e.g. colors, materials) on draws and develop rendering.
- \* Support Designer in dealing with practical and operational requests coming from Product Development.
- \* Organize Boards to present the collection to the Design Director, under the supervision of the Designer.
- \* Assist in organizing and archiving swatches.

## EDUCATION

- \* Istituto Mrangoni Italia, MA Fashion Design & Creative Direction 2014/09 - 2015/06

## LANGUAGE

English (native), Mandarin (advanced), Italian (professional), Danish (conversational), French (basic)

## KEY SKILLS

- \* Creative direction \* Branding \* Communication \* Art direction \* Public speech \* Photography \* Multilingual \* Team management \* Presentation