



# Gavrilenko Marina

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## WORK EXPERIENCE

### Melon Fashion Group

**February 2015 — September  
2017**

Designer-buyer denim and outerwear dept

Responsibilities :

- Sales analytics for denim and outerwear
- Collection planning according to previous seasons analyst
- Trend and market analytics (WGSN)
- Mood board creation, topic research
- Technical sketching (with indication materials, trims, accessories, colors)
- Print development
- Negotiation with suppliers (factories) about delivery, price, quality
- Communication with patter making dept, quality dpt, logistics, marketing team
- Final samples confirmation, color confirmation and quality
- Following the dead lines schedule to ensure that all collection is shipped and delivered to the stores on time
- Fittings, comments
- Monitoring and analyst of collection sale
- Pricing policy
- Campaigns and photo shooting participation and styling
- business traveling ( factories and suppliers meetings)

### Melon fashion group

**August 2014 — July 2015**

Designer-buyer accessory dept

Responsibilities :

- Sales analytics for accessories and swimwear
- Collection planning according to previous seasons analyst
- Trend and market analytics (WGSN)
- Mood board creation, topic research
- Technical sketching (with indication materials, trims, accessories, colors)
- Print development according to collection mood board
- Negotiation with suppliers (factories) about delivery, price, quality
- Communication with patter making dept, quality dpt, logistics, marketing team
- Following the dead lines schedule to ensure that all collection is shipped and delivered to the stores on time
- Fittings, comments
- Monitoring and analyst of collection sale
- Pricing policy
- Business travelling to factories and showrooms

## QUALIFICATIONS

- Collection creation from concept and research to final production , photo shooting and styling (Research and mood board, material making, fashion flats, sketching, prototyping, pattern making, final fittings and production of garments, styling for photo

- shooting)
- Adobe Photoshop, AI, InDesign
- 3D CLO
- hand drawing skills (6 years of academic drawing studies)

## EDUCATION

### Fashion desing

September 2008 — May 2014

Saint Petersburg state university of technology and design

- proactive participation in international competition
- "Admiralty needle" 2012 , 2nd prize
- "Jinseishen", Monaco, 2013
- advanced studies in patter making
- academic hand drawing ( painting, drawing, composition)
- Adobe ( Photoshop, AI, InDesign)

### Fashion and textile design

September 2017 — September 2021

Aalto university

- Pattern Lab 1 year project ( Print and pattern development for commercial companies)
- Fashion Marketing
- Aalto x H&M active wear course
- Sustainable fashion
- 3D CLO program learning

## INTERESTS

Active sport enthusiast

- snowboarding
- surfing
- long distance road cycling
- running
- Reading
- Traveling
- New materials
- Sustainability as life style
- ART
- Vintage items

## REFERENCES

Interview for Vogue Scandinavia , Sept 25, 2021

<https://www.voguescandinavia.com/articles/finnish-fashion-revolution>

Näytös 2021, Aalto Annual Fashion Show

<https://aalto.fashion/portfolio/marina-gavrilenko/>