



MALIN BERNREUTHER

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Design lead with 10+ years of international experience across luxury and premium fashion brands including Bogner, Marc O'Polo, Kenzo, Givenchy and Dior. Specialized in ready-to-wear, outerwear and multi-category collection development with expertise in creative direction, product strategy and cross-functional leadership.

Strong background in translating creative vision into commercially relevant product concepts, combining international sourcing expertise, sustainable innovation and AI-supported creative development.

EXPERTISE

Creative Direction | Womenswear | Ready to Wear | Outerwear | Collection Development | Product Strategy | Cross-functional Leadership | Supplier Management | Sustainable Innovation | AI-supported Design Workflows | Trend Forecasting | Visual Storytelling | Luxury and Premium Fashion

PROFESSIONAL EXPERIENCE

- 05/2025 – present **BOGNER | Senior Designer RTW and Outerwear**
- Leading womenswear outerwear and woven collection development across concept, material strategy and execution
 - Driving seasonal concept direction, material strategy and silhouette development
 - Aligning creative vision across design, development and supplier teams
 - Integrating AI-supported creative workflows and innovation processes
- 08/2019 – present **FREELANCE DESIGN AND CREATIVE CONSULTING | Independent Consultant**
- Strategic consulting and creative development for premium and contemporary fashion brands
 - Leading multi-category collection and product development across apparel and accessories
 - Advising on creative direction, product positioning and sourcing strategies
 - Driving brand positioning, visual storytelling and AI-supported innovations
- 04/2021 – 05/2025 **MARC O'POLO | Senior Designer RTW and Outerwear**
- Led development of outerwear, woven and sweat categories for Marc O'Polo Denim
 - Developed seasonal concepts, colour direction and material strategies
 - Coordinated cross-functional product development and supplier communication
 - Conducted trend, market and sustainable innovation research
- 11/2019 – 06/2020 **STRYBER | Freelance Venture Architect**
- Developed a sustainable D2C womenswear and accessories start-up
 - Led design, product strategy and sourcing development
 - Supported brand identity, visual storytelling and market positioning

- 10/2018 – 04/2019 **IRIS VON ARNIM | Senior Design Lead and Product Manager**
- Led woven and leather design and product development
 - Managed supplier coordination, pricing alignment and technical development processes
 - Developed seasonal material and product concepts
- 08/2016 – 09/2018 **ETIENNE AIGNER | Senior Design Lead and Product Manager**
- Led womenswear and textile collection development including runway and capsule collections
 - Managed sourcing, supplier communication and international development processes
 - Coordinated fittings, styling and visual storytelling execution
- 06/2015 – present **NADITUM | Founder and Creative Director**
- Founded and led a sustainable accessories label within the premium market segment
 - Led creative direction, product development and brand communication
 - Managed suppliers, production coordination and marketing
- 2015 – 2016 **FREELANCE DESIGN AND CREATIVE CONSULTING | Independent Consultant**
- Supported fashion brands in collection development, product strategy and sourcing processes
- 2014 – 2016 **PRIVATE ART AND DESIGN SCHOOL | Freelance Lecturer**
- Led workshops and lectures focused on fashion design, concept development and creative processes
- 2013 **KENZO | Design Assistant**
- Supported womenswear outerwear and woven collection development
 - Assisted fittings, draping, fabric research and collection preparation
- 2011 **GIVENCHY | Design Trainee**
- Supported development of menswear outerwear, formalwear and accessories
 - Assisted print development, technical drawings and fittings
- 2010 – 2011 **DIOR | Design Intern**
- Supported apparel and accessories development
 - Assisted trend research, print design and technical drawings

EDUCATION

- 2018 **Kunsthochschule Weißensee | Berlin**
Postgraduate Studies – Sustainable Fashion
- 2007 – 2012 **Kunsthochschule Weißensee | Berlin**
Diploma in Fashion Design & Textiles
- 2006 – 2007 **Royal Academy of Fine Arts | Antwerp**
Fashion Design

SKILLS

Adobe Creative Suite | PLM | Midjourney | AI Visualization Tools
German (native) | English (fluent) | Spanish (intermediate) | French (intermediate)

AWARDS/ CERTIFICATES

Scrum Master Certification | Agile Project Management | Design Thinking
International Design Contest – 1st Prize | Santander
Scholarship Holder – Studienstiftung des deutschen Volkes