

- 2019 WINNER OF THE PRESTIGIOUS DUTCH DESIGNER AWARD,
BEST DUTCH DESIGNER OF THE PAST 10 YEARS
- 2018 – PRESENT CREATING F R E N K E N THE BRAND
- 2012 WINNER OF THE MARIE CLAIRE PRIX DE LA MODE
FOR BEST DUTCH DESIGNER
- 2010 – 2017 CREATES AVELON THE BRAND
- 2010 JAN – AUG JAN-AUG HEAD DESIGNER BLUE BLOOD,
AMSTERDAM, THE NETHERLANDS
- 2005 – 2010 HEAD DESIGNER WOMENSWEAR AT VIKTOR & ROLF,
AMSTERDAM, THE NETHERLANDS
- 2004 WINNER OF THE ELLE STYLE AWARD,
IN AMSTERDAM, THE NETHERLANDS
- 2004 – 2005 WORKS AT ALBERTA FERRETTI,
IN CATOLICA, ITALY
- 2004 WINNER OF THE CENTRAL SAINT MARTINS LANCÔME
INNOVATION AWARD IN LONDON, UNITED KINGDOM
- 2004 COMPLETES AN MA WITH DISTINCTION AT CENTRAL SAINT
MARTINS IN LONDON, UNITED KINGDOM
- 2002 WINNER OF THE BEST WOMENSWEAR COLLECTION AT THE
INTERNATIONAL 'ITS-ONE AWARD' IN TRIESTE, ITALY
- 2002 GRADUATED CUM LAUDE WITH A BA HONS IN FASHION
DESIGN FROM THE ROYAL ACADEMY OF ART IN THE HAGUE,
THE NETHERLANDS
- 2001 WINNER OF THE 'TRIPPER JEANS AWARD'
- 2001 INTERNSHIP AT MIGUEL ADROVER
IN NYC, USA
- 2000 INTERNSHIP AT JURGI PERSOONS
IN ANTWERPEN, BELGIUM

2019**WINNER OF THE PRESTIGIOUS DUTCH DESIGNER AWARD, RECOGNISED AS A DESIGNER OF GREAT INFLUENCE FOR THE DUTCH AND INTERNATIONAL FASHION INDUSTRY IN THE PAST 10 YEARS**

Prins Bernhard Cultuurfonds, Mode Stipendium is a Dutch organisation for the creative industry. They awarded 50.000 euro to support and develop the FRENKEN brand. The winner of the award is recognised for being of great influence of the international fashion industry.

2018 – PRESENT**CREATING F R E N K E N THE BRAND**

SETTING UP A NEW FASHION COMPANY AND CREATING A SMALL TEAM. Setting up a partnership / joint venture between Frenken and Calvelex, a high-end Portuguese garment production facility. Calvelex arranges for financing, logistics and production for part of the collection. www.calvelex.com

CREATING THE IDENTITY OF A NEW BRAND NAMED F R E N K E N. Focus points are creating uniqueness and an inspiring brand identity. Visualising this through a mood board, creating a look and feel for the brand and making/establishing a collection with a clear point of view. Supervising and working on look books, sales books, seasonal brand campaigns, as well as targeting the right positioning and client for the brand. Creating the line plan, designing the collection, developing the graphic identity, storytelling, marketing, fabric sourcing. All these elements need to be aligned and integrated into the brand identity / and become part of the brand identity. All elements need to reflect and communicate the unique point of view of F R E N K E N.

CREATING THE COLLECTION: Development and production of the collection including the creation of well-developed Techpacks: Technical drawings, size specs, trim/material sheets, detail drawings, technical instructions, -production grading, extensive proto fitting comments, production fitting, colourcards, TPX, fabric selection, ladips, tim development.

Working on fittings, assessing whether the the garments match the brand, -the positioning, client targeting(?), pricing (targeting and calculations), improving design, improving quality, size specs and fit, addressing technical issues. Keeping in mind the overall collection build up and work on the campaign looks during all stages.

CREATING THE SALES STRUCTURE through an agency.

SETTING UP A SUPPLY CHAIN, in the past 15 years I have worked with many different production facilities in the world. Selecting the ones that can create high quality garments for the best prices. Factory sourcing and creating product development and production departments. Establishing longstanding (?) working relationships with various garment factories, print houses etc. in different countries such as Portugal, Turkey, Eastern Europe and China.

VISITING FABRIC TRIM FAIRS AND FABRIC AGENTS ALL OVER EUROPE to achieve the best strong working partnerships with Low minimum, high quality, fast delivery.

WORKING WITH CREATIVE AGENCIES, DESIGNERS, GRAPHIC DESIGNERS, PRINT DESIGNERS, PHOTOGRAPHERS, STYLISTS, HAIR AND MAKEUP ARTISTS ffor the collection and the marketing.

TRAVELING TO LONDON, PARIS AND NEW YORK FOR MARKET RESEARCH. Focused on; Trend analysing, brand identity, manufacturing, quality, positioning, uniqueness, in store communication, pos materials, shop in shops, department store floor planning.

2010 – 2017 CREATING AVELON THE BRAND

CREATING A NEW COMPANY TOGETHER WITH AN INVESTOR. Setting up a small team and putting all departments in place. Design, production, finance, sales, marketing and back office.

CREATING THE IDENTITY OF A NEW BRAND NAMED F R E N K E N. Focus points are creating uniqueness and an inspiring brand identity. Visualise this through a mood board, creating a look and feel for the brand and making a collection with a clear point of view. Supervising and working on the lookbooks, salesbooks, seasonal brand campaigns, targeting the right positioning and client for the brand. Creating the line plan, design the collection, develop the graphic identity, storytelling, marketing, fabric sourcing. All these elements should be aligned and become part of the brand identity. All elements should communicate the unique point of view of A V E L O N

CREATING THE COLLECTION: Development and production of the collection such as creating well developed Techpacks: Technical drawings, size specs, trim/material sheets, detail drawings, technical instructions, production grading, extensive proto fitting comments, production fitting, colour cards TPX, fabric selection, ladips, tim development.

WORKING ON FITTINGS, does the garments match the brand, the positioning, client, price target, price calculations, design improvement, quality improvement, size specs and fit, technical issues. Keep in mind the collection build up and work on the campaign looks during all stages.

WORKING ON FITTINGS, does the garments match the brand, the positioning, client, price target, price calculations, design improvement, quality improvement, size specs, technical issues. Keep in mind the collection buildup.

CREATING A SALES STRUCTURE/NETWORK WITH DIFFERENT SALES AGENTS AROUND THE WORLD selling to 180 prominent?/(most beautiful) stores in the world such as; Space Mue, Boon the Shop, Handsome cooperation, American Rag, Je Cherche, Via Busstop, Opening Ceramony NY, LA, Japan, Luisa Via Roma, Browns, Harrods, Harvey Nichols, Isetan, Shop at Blue Bird, Renaissance, Zeit geist, IT Honkong and mainland China.

ANNUAL TURNOVER of about 3 million euro with 10 full time employees.

GATHERING SALES FEEDBACK from various agents and evaluation meetings with merchandisers serving as input for the following season's collection.

SETTING UP A SUPPLY CHAIN, factory sourcing and creating a product development department and production department. Working with and visiting various garment factories, print houses etc. in different countries like Portugal, Turkey, Eastern Europe and China.

VISITING FABRIC-TRIM FAIRS AND FABRIC AGENTS ALL OVER EUROPE.

WORKING WITH CREATIVE AGENCIES, DESIGNERS, GRAPHIC DESIGNERS, PRINT DESIGNERS, PHOTOGRAPHERS, STYLISTS, HAIR AND MAKEUP ARTISTS. Explaining the direction of the brand and what it stands for.

TRAVELING FOR MARKET RESEARCH TO LONDON, PARIS AND NEW YORK. Focused on; Trend analyzing, brand identity, manufacturing quality, positioning, uniqueness, in store communication, pos materials, shop in shops, department store floor planning.

2010 JAN – 2010 AUG**DESIGN DIRECTOR BLUE BLOOD, AMSTERDAM, THE NETHERLANDS**

RESPONSIBLE AS HEAD OF DESIGN AT BLUE BLOOD. A Luxury Denim and Fashion brand.

DIRECTING: A TEAM OF DESIGNERS, creating the collection, developing trims, colour moodboards, fabrics, creating prints, creative direction for the lookbooks and fashion-shows.

2005 – 2010**HEAD DESIGNER WOMENSWEAR AT VIKTOR & ROLF, AMSTERDAM, THE NETHERLANDS**

WORKING UNDER THE FLAG OF VIKTOR AND ROLF. Leading a small team of designers to achieve a beautiful V&R collection.

WORKING CLOSELY WITH V&R ON A DAILY BASIS. Proposing ideas, designs and concepts and creating the collection within a given concept. Doing research for the collection in Amsterdam, London and Paris.

SOURCING FABRICS IN PARIS AND MILAN, working on the fabric selection, colour card, line plan and designing the collection. Working on the fitting, travel to Florence every 6 weeks to lead communications with the factory at Gibo in Florence, Italy. Making sure that the garments are corrected and produced with the right specifications

SHOW CASTINGS, SHOW STYLING, MODEL FITTINGS, CATWALK PREPARATIONS for Paris Fashion week.

SALES FEEDBACK AND EVALUATION meeting for next season.

2004 – 2005**DESIGNER AT ALBERTA FERRETTI, CATOLICA, ITALY**

DESIGNER AT ALBERTA FERRETTI, proposing designs, working on the mannequin, draping, stitching, researching.

Always propose new designs and learn how to speed up the process of designing and creating new ideas.

2002 – 2004**COMPLETES AN MA WITH DISTINCTION AT CENTRAL SAINT MARTINS IN LONDON, UNITED KINGDOM**

Studying at Central Saint Martins College of Art and Design in London, UK (2 years). Benefiting from the teaching and guidance of professor Louise Wilson has been a true eyeopener for me. This has been of great importance in the process of developing my own unique point of view.

A personal highlight was the showing of / inclusion of my graduation collection in the official London Fashion week calendar.

2002**GRADUATED CUM LAUDE WITH A BA HONS IN FASHION DESIGN FROM THE ROYAL ACADEMY OF ART IN THE HAGUE, THE NETHERLANDS**

Studying for 4 years at Royal Academy of Art. First Student who graduated Cum Laude in 20 years at the Fashion department.