

Simon Belanger and Jose St-Jacques

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EXPERIENCE

ATELIER UNTTLD
atelierunttld.com

April 2011 to present

ARTISTIC DIRECTORS / DESIGNERS / BRAND MANAGERS

Co-Founders of the UNTTLD women's luxury ready to wear line.

Responsible for shaping and establishing the brand vision, from product development to go-to-market strategy.

Design: Analysis of the market offer, creation of mood-boards and color palettes, research of fabrics and trims, research and creation of prints, sketching and editing of the collection plan, development of samples in collaboration with pattern makers and samplers, fittings, cost supervision and contribution to price architecture.

Branding: Conceptualize and oversee the creation of all visuals: lookbook, campaign, BTS and product photos). Creation of mood boards (Concept, lighting, decor, styling, poses, hair and make-up), hiring of the creative team, casting of models, production on set, selection of images, supervision of photo retouching, editing of visual documents.

Oversee the application and deployment of visual content and messaging across all channels: website, social media, newsletters, ads, B2B)

EDUCATION

Master's degree, fashion design, 2008
Domus Academy, Milan, Italy

College diploma, fashion design, 2007
LaSalle College, Montreal, Canada

PRICE

CAFA - Canadian Arts and Fashion Awards
The Womenswear Designer of the Year Award
NOMINATED 2022, 202, 2019, 2018

The Swarovski Award for Emerging Talent
WINNER \$10,000 2016

Star Wars Fashion Week Contest
WINNER \$30,000 2016

"La Collection" TV show
WINNER \$100,000 2010

SKILLS

Research (trends, style, materials)
Drawing (hand, Photoshop, Illustrator)
Pattern design
Sampling
Draping
Graphic design
Photography (digital)
Retouching (Photoshop)

Leadership
Problems solving
Workaholic
Thoroughness
Curious

LANGUAGES

French, English, Spanish, Italian



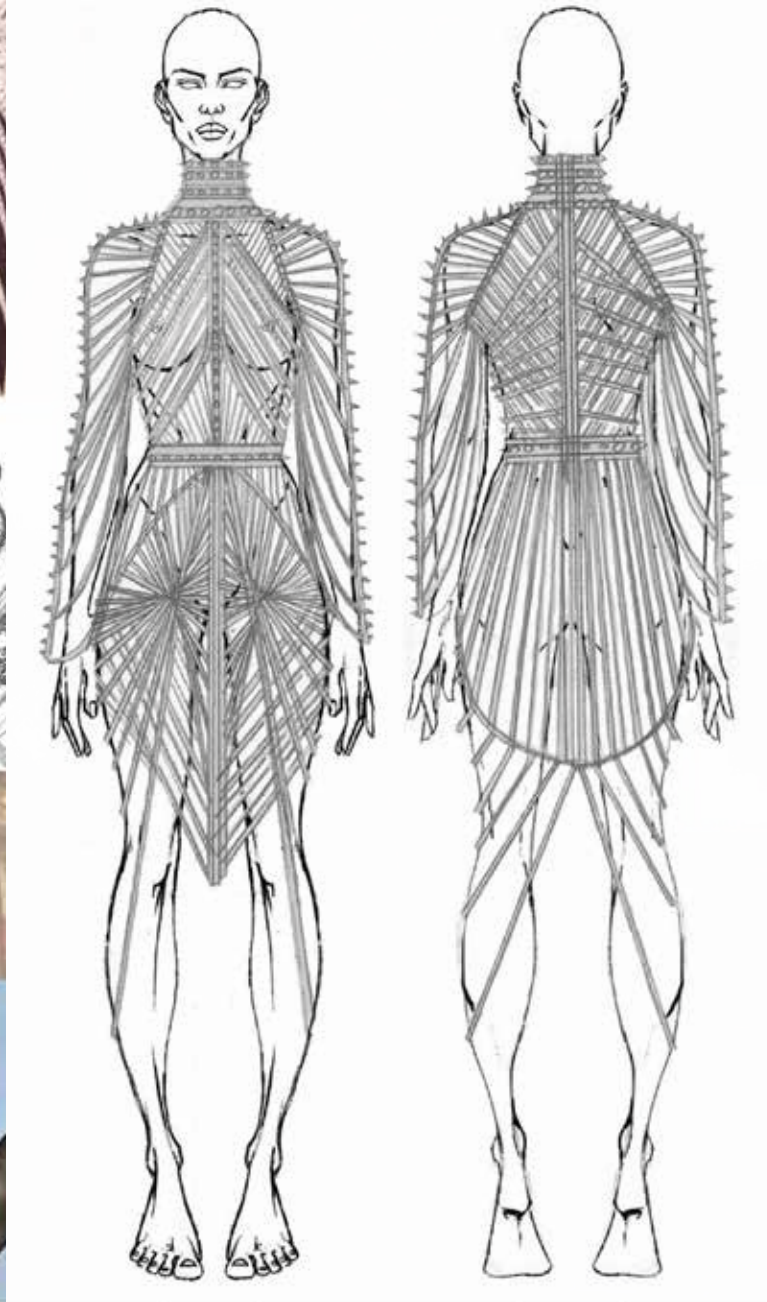
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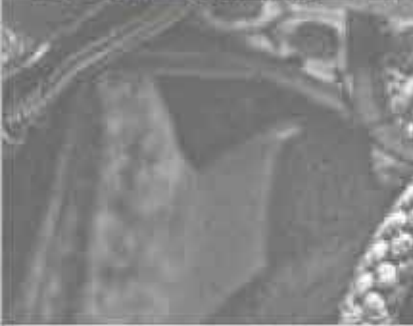
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