

# DESIRÉE SLABIK

## contact information

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## objective

I concluded my role as a **Freelance Senior Womenswear Designer** for **SPORTMAX, MAX MARA** at the end of September 2024. I am now seeking an opportunity in the luxury or premium sector that will enable me to continue honing my expertise in **Design** and **Creative Direction**.

## work experience

01/2024 - 10/2024

### FREELANCE SENIOR WOMENSWEAR DESIGNER SPORTMAX, MAX MARA

- Designing precollections and runway
- Research, design and development of jersey & wovens with the focus on the category dresses (flou)
- Design development from sketch to production
- Creating in-depth, aspirational design research with the Creative Director and the design team, analysing key trends, shaping an overall direction (storytelling, mood, colors, fabrics, prints, key silhouettes, design details)
- creative research (books and magazines from the library, vintage markets/ archives, online research)
- Draping and styling archive pieces, collaging and sketching ideas
- Moulaging in 3D on the mannequin silhouettes and details in flou
- Creating 'maquettes' on the machine to test volumes and details in fittings during the design process
- Handover sketches & 3D volume/ detail studies to the pattern team, developing toiles/ prototypes with the atelier and participate in fittings, following up with the development team
- Participation in shootings

07/2022 - 01/2023

### HEAD OF CREATIVE CONCEPT & DESIGN MARC O'POLO DENIM WOMENSWEAR

- Conceptualisation, design and development of seasonal RTW Womenswear collections and special collaboration capsules (storytelling, mood, colors, fabrics, prints, silhouettes, key designs etc.), taking into account the brand DNA
- Creating a coherent and gender aligned collection story for Womenswear and Menswear
- Creating and presenting an overall design direction/ collection of the season, analysing key trend directions
- Briefing the design team, the Footwear/ Bags/ Accessories Design Dep., Fabric Buying, Marketing and Sales
- Working in close exchange with the Brand Director (direct report), Head of Product Management and the designers
- Working in close collaboration with the Merchandising Team to meet sales requirements
- Creating moodboards, graphic/ textile boards, design boards (silhouettes and key details), shoe/ bag/ accessories boards as collection guidelines for the design team
- Aspirational research for silhouettes and fabrics at vintage markets and fairs, liaising with agents and visiting print studios
- Creating color cards, developing fabrics ideas/ knitwear techniques
- Sketching & collaging key looks and the main direction of the collection, plus in depth sketching of all categories to define the main direction of the collections
- Brief and update constantly the design team during the development process (sketching process, fittings)
- Guiding and coordinating external partners and freelancers in collaboration projects (artists, influencer, collaboration brands)
- Overseeing and styling lookbook shootings for the Final Sales Meeting
- Following up the collection process and attending protofittings (of all categories) making sure the SMS is to its highest standard
- Recruiting, managing and training senior designer, designers and junior designers

10/2016 - 06/2022

### SENIOR CONCEPT & WOMENSWEAR DESIGNER HUGO WOMENSWEAR BY HUGO BOSS

- Development and design of multiple collection concepts and all contents for RTW and runway collections, plus special capsules (storytelling, mood, colors, fabrics, prints, silhouettes, designs etc.), taking into account the brand DNA
- Creating an overall design direction of the season, analysing key trend directions, integrating design innovations & benchmarking competitors
- Briefing the design team, the Footwear/ Bags/ Accessories Design Dep., Fabric Buying, Marketing and Sales & the License Partners
- Working in close exchange with the Vice President of Design HUGO Womenswear (direct report) and the design team
- Working closely together with HUGO Menswear to align overall concepts, design elements, the main story for campaign shootings of every season to guarantee an overall brand identity and 360 approach
- Working in close collaboration with the Merchandising Team to meet sales requests
- Inspirational research for silhouettes and fabrics at fairs & vintage markets, plus archives (like AnuschkaParis), visiting print studios
- Draping and styling archive pieces, collaging and sketching into all categories to develop a main direction (key looks)
- Brief and update constantly the design team during the development process
- Following up collection developments and attending fittings
- Guiding and coordinating external partners and freelancers in collaboration projects (print designers, jewellery designers, artists)-
- Creating, recording and editing content for moodvideos to visualise the main moods and visual key ideas for a collection at presentations
- Participation in fashion shows, campaigns, lookbook shootings: castings, fittings with the pattern team and stylist
- Recruiting, managing and training junior designers, assistant designers & interns

05/2016 - 07/2016

### WOMENSWEAR STUDIO INTERN CÉLINE

## education

- 09/2014 - 12/2015 **MA FASHION DESIGN, WOMENSWEAR**  
UNIVERSITY OF THE ARTS LONDON, **LONDON COLLEGE OF FASHION**
- Design, art and clothing research, designing collections (collaging, sketching, illustrating), production of MA collection (8 looks), machine & handknitting, weaving, embroidery, draping, toiling, creative pattern making
- 02/2016
- Runway show scheduled during **London Fashion Week/** London College of Fashion
  - Presenting MA Collection A/W 2016 'Life After People', styled by **Anders Soelvsten Thomsen**
- 02/2015 - 06/2015
- 'Empowering Imagination', **Kering Group** & Centre of Sustainable Fashion ( UAL)
  - Development of a knitwear line for **Christopher Kane** as part of a project brief
- 08/2013 - 08/2014 **MA FASHION DESIGN**  
ARTEZ INSTITUTE OF THE ART
- Design, art and clothing research, analysis of visuals (semiotics), designing collections, screen printing, textile design, fashion theory (focus on sustainability), creative direction, design conceptualisation, storytelling flou/ moulage, visiting tutor **Wim de Kanter (Lanvin) & Martin van Dusseldorp (V&R)**
- 07/2014
- Woolmark** project, shooting by **Wendelien Daan**, styled by **Majid Karrouch**  
<https://www.artez.nl/en/study-programmes/fashion-design/programme/workshops>
- 02/2014
- Exchange lecture at **Parsons**, the New School of Design
- 10/2009 - 01/ 2013 **BA FASHION DESIGN**  
**TRIER UNIVERSITY OF APPLIED SCIENCES**
- Design, art and clothing research, designing collections (collaging, sketching, illustrating), production of the BA collection (12 looks), specialised in **knitwear/ jacquard knits** produced in Apolda (STOLL), machine & handknitting, embroidery, draping, toiling
- 03/2012 **Knitwear Workshop, Apolda**

## skills

Creative direction	Moodboards	Colour & material concept development
Aspirational research	Draping/ Flou	Embroidery
Design development	Hand & machine knitting	Crocheting
Textile innovations	Illustrations	Project management
Artworks/ Prints	Collaging & Hand Sketching	Leadership

**Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)**

**CLO 3D**

**Microsoft Office, Word, Excel, Powerpoint, Miro/ Figma**

## languages

GERMAN (native)      ENGLISH (fluent)      FRENCH (elementary level)

## achievements

- Member of Eyes on Talent digital platform, 2016
- MA Fashion Matters Postgraduate Bursary**, UAL, 2015
- MA Fashion Matters Award**, UAL, 2015
- Fashion Illustration Contest & Exhibition IFFTI, Bunka Gakuen, 2014
- Scholarship for talented students, University of Applied Sciences Trier, 2011-2012
- Scholarship for talented students, University of Applied Sciences Trier, 2010-2011

## press

- i-D, Vogue Italia, Vogue.co.uk, Hunger, WWD, showstudio, NJAL, Dezeen, Clash, Twin, WRPD-Magazine