

LAURA MARIA WULFF

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WORK EXPERIENCE

10.2020 - 09.2021

etre, RTW Womenswear Design

Creative direction of an womenswear collection

- Research, imagery, mood-boards, collages
- Source vintage garments and fabrics
- Trim and yarn sourcing
- 3D work: draping, maquettes, customisation
- Tailoring, sewing of samples, trimmings and mock-ups
- Technical sketches by hand and with Adobe Illustrator
- Pattern cutting, sewing and cutting
- Colour options and collages in Photoshop
- Creation of a lookbook, including casting and concepts

08.2017 - 07.2020

Fashion Styling + Creative Direction, Paris

- Editorial planning and coordination
- Creative concepts: creation and development
- Requesting of samples and PR agencies liaison
- Research, imagery, creating mood-boards
- Photoshop: Colour options and collages
- Assistant: casting, fittings, and campaign shootings
- Sewing of samples
- Coordination shipping

02.2016 - 08.2017

Voo Store, Berlin

Assistant womenswear Buyer to Herbert Hofmann

- Purchase of goods focused on womenswear clothing, footwear, accessories, and jewellery
- Market observation in coordination with the store concept
- Research, imagery, brand positioning
- Styling for e-commerce and editorials
- In-store merchandising
- Seeking and fostering new partnerships with new brands
- Strategy development, creation of concepts
- Travel planning
- Press relations: Development and execution of PR and social media concepts; writing press releases; mailings; content creation and events

09.2013 - 05.2014

Studio Hien Le, Berlin

Internship fashion design

- Pattern and design development
- Assisted in selection of materials and suppliers
- Research, imagery, mood boards
- 3D work, draping, maquettes, pattern cutting
- Production and fittings assistant
- Photoshop

10.2011 - 01.2016

Wood Wood, Berlin

Assistant Buyer (01.2014 – 01.2016)

- Budget calculation and planning
- Communication and coordination: between suppliers & companies management; networking with upcoming labels and designers
- Market analysis, selection of suitable new brands, maintenance of existing company network
- **Assistant Store Manager** (10.2011 – 01.2016)
- Visual Merchandising
- Administrative tasks, HR planning
- End-consumer sales, inventory, and disposition, Educations

09.2010 - 08.2011

AHPK GmbH, Kiel

Merchandise & Sales

- Customer advice & assortment care

EDUCATIONS

09.2011 - 12.2013

Best Sabel Design Academy, Berlin

(University of Applied Sciences) Fashion Design

- Design & product development
- Textiles and materials,
- Style/mood boards and production documentation,
- Pattern-making and sewing, Adobe Indesign
- Photoshop and Illustrator,
- CAD and Grafis,
- Finance, management and business classes,
- Communication and visualization,
- Branding and Marketing
- Textiles and materials
- Style/mood boards and production documentation,
- Pattern-making and sewing

01.2017 - 03.2019

IHK Berlin, Berlin

Bachelor Professional of Trade and Commerce (CCI)

05.2016 - 06.2016

IHK Berlin, Berlin

Apprenticeship retail Salesperson

SKILLS

Applications

MS Office (Word, Excel, PowerPoint)
Adobe Photoshop, InDesign, Adobe Illustrator

Languages

German - Native Language
English - Fluent, Business Fluent
French - Conversational

Germany, April 2022

