**SUMMARY**

Passionate Fashion design specialist with 10 years of experience in the design, management and development of womenswear collections. Adept at following and understanding international trends and able to translate this into a company strategy and image. Team player with excellent communication, organizational skills and proactive business style.

**PROFESSIONAL EXPERIENCE**

**2013 – 2017 Fashion Designer (Alphorria, Belo Horizonte – Brazil)**

* Fashion designer and product developer of four womenswear collections per year (Denim wear, Knitwear, Accessories and Sportswear) representing more than 2Mil USD revenue per year.
* Manage entire collections from the initial inspiration, developing consistent products with market trends, according to the business strategy and company image.
* Benchmark world fashion in capitals like Paris, London and New York (lifestyle, fabrics, catwalk analysis, techniques, embroidery, color range and shapes).
* Liaise between supplier’s manufacturers, relevant internal departments and customers.
* International research focused on contemporary markets and fashion trends.
* Forecast price trends and their impacts on future sales according to given Mark up.
* Price negotiation with the suppliers. Support preparation of category/brand design and development budget to ensure cost reduction.
* Conduct research to ascertain the best product and suppliers in terms of value, delivery schedules and quality.

**2012 – 2016** **Fashion Consultant(Belo Horizonte – Brazil)**

* Consulting for medium-sized companies, from the development of go to market strategies, brand repositioning, communication and identity for the final customer.
* Definition of brand fashion style, product design and production monitoring.
* Main Brands: **Inkaholic, Trulli, Nosotras , Lutz**

**2009 - 2012 Fashion Designer Assistant (Alphorria, Belo Horizonte – Brazil)**

* Responsible for the development of Casual Tops Womenswear. After 1 year started to develop Denim wear and the Casual Collection.
* Accomplishment of specification sheets, coordination with pattern design department and following the samples production.
* Store and Showroom Visual Merchandising.
* Management of suppliers, follow-up and delivery dates.
* Fashion stylist at photo sessions.

**2007 – 2009 Fashion Designer Assistant (Calvin Klein Jeans, São Paulo – Brazil)**

• Responsible for monitoring the development of the collection and production process following up samples with factories and suppliers.

* Checking and approval of styles (including prototypes, pre-production and size set production samples).
* Designed the Basic Line of the Menswear Collection.
* Trends, fabrics and finishing checks, research and creation of visual moodboards.
* Prototypes Rectifications (fit and design with pattern maker).
* Work with the manufacturing staff to ensure design protocols are being followed.

**EDUCATION**

**Education**

**2008** MBA Fashion Design (Anhembi Morumbi University, Sao Paulo - Brazil)

**2006** Bachelor in Fashion Design (FUMEC University, Belo Horizonte- Brazil)

**2002** Pattern Cutting Course(Júnia Mello Atelier – Belo Horizonte - Brazil)

**2000** French Summer Course (Alliance Française – Paris - France)

**Special Achievements**

* Graduated with Honor Merit, among the top 3 students of the school.
* Special Capsule Collection chosen by Oi Fashion Tour to celebrate the Centenary of Oscar Niemeyer.
* Exposition of Capsule Collection at Pampulha’s Modern Ensemble for the Candidacy of UNESCO´s World Heritage Cultural.

**Languages**

Advanced English

Advanced French

 Native Portuguese