



RÉSUMÉ

Luisa Daou

Fashion Designer

Born on November 16th, 1983
Rio de Janeiro, Brazil
+55 21 988654094
luisadaou@gmail.com

luisadaou.com

in/luisadaou

Creative strategic mind, integrating fashion design experience with innovative management strategies. Product development, creative direction and leadership skills acquired in the fast-paced fashion industry over 10 years' experience in the market.

Skills

Adobe Photoshop, CorelDraw
Illustrator and Dreamweaver

Microsoft Word, Excel,
PowerPoint and Outlook

Basic HTML and CSS knowledge

Fashion illustration

English (advanced)
Spanish (basic)
Portuguese (native speaker)

Awarded first place in Entrepreneurship Class

for RDC++ project in
multidisciplinary teamwork,
PUC-Rio, 2006



Experience

Senior Fashion Designer/Menswear Team, OSKLEN July 2014 to present
Luxury lifestyle Brazilian brand
osklen.com.br

- In charge of the menswear circular knit line, responsible for the collection design to final sample. Handing-off over 140 styles per collection.
- Preparing trend research mood boards, participating on creative workshop meetings and team trips abroad to major cities and inspirational locations.
- Participating in the creation and development of new exclusive fabrics in cooperation with textile partners and the fashion design manager.
- Creating style design sheets according to the budget, conducting fittings and sampling follow up with my assistant.
- Working closely with buying team, pattern maker team and collaborating with suppliers on a daily basis coordinating sampling and production in order to make the process run smoothly and the deadline kept.
- Visiting suppliers across the country twice a year to start the new collections
- In two years time was promoted from junior to full designer, increasing sales and creating top selling styles by identifying product development opportunities taking into account the company's strategic objectives.

Founder/Creative Director, MISS MANGA 2004 to 2017

Authorial fashion brand project in womenswear
missmanga.com

At Miss Manga I had the opportunity to work with a broad set of fashion activities, from concept to sales, improving my creative experience, commercial awareness and managerial skills. Under the slogan "Everyday wear solutions", the brand had a unique, humorous visual language:

- Developed a local supply chain network, in fair trading basis with small manufactures. Also part of the collections was designed reusing leftover fabrics from bigger textile businesses.
- Five years' experience in e-commerce product shooting and online store coordination
- Creative direction, production management and styling concept of all campaigns
- Making partnerships with innovative projects in fashion, the brand appears in O Cluster Guide (2015), a selection of the most creative designers in Rio.

Fashion Designer/Resort Line - Womens, RYGY 2010 to 2011

Luxury beachwear brand, *rygy.com.br*

Responsible for the design and development of the women's resort line, creating around 60 items per season, working from the garment sketches to sample approval for the showroom. Preparing fashion trends and textiles research mood boards.

Fabric Print Designer and Fashion Assistant, REDLEY 2008 to 2014

Surf wear brand, *redley.com*

Graphic and Fabric print designer, working personally with creative director Jürgen Oeltjenbruns and later Sandy Dalal creating prints for the collections. Also providing graphic support to the fashion design team, assisting in shootings and runway shows, preparing digital fashion illustrations, mood boards, color cards and generating datasheets and technical sketches for overseas suppliers in China.

Other Experiences

Fabric Print Designer, FARM 2008

"Carioca lifestyle" youth brand
farmrio.com.br

Graphic Designer/Visual Merchandising, RICHARDS 2008

Casual luxury lifestyle brand
richards.com.br

Graphic Design Intern, OVEREND 2007

Casual lifestyle brand
overend.com.br

Shop Assistant, VALBRUNA STORE winter 2006/2007

Working Experience Internship, Vail - CO, USA
valbrunavail.com

Fabric Print Design Intern, COLORI 2005

Silk Screen Manufactory
colori.com.br

Education

One Year Master's Degree in Fashion Design

SENAI/Cetiqt, 2008

BFA in Graphic and Industrial Design

with emphasis on fashion, PUC-Rio, 2002 to 2006

Extension Courses

Fashion Design Summer Course, 3 weeks

IED Milan, July 2007

Fashion Buyer Fundamental Course, 3 months

SENAC-Rio, March to May 2010

Sewing and Flat Pattern, 3 years

SENAC-Rio, 2003 and ESCA, 2004 to 2005

Draping/Moulage Workshop, 2 weeks

with Janine Niepceron (former draper at Christian Dior), August 2004

Photography Summer Course, 3 weeks

EAV - Parque Lage (*eavparquelage.rj.gov.br*), January 2001

Hand Drawing, 3 years

Oberg Course, 1999/ 2000 plus private lessons with Lula Lindberg, 2001

Rio de Janeiro, January 2019