



RÉSUMÉ

Luisa Daou

Fashion Designer

Born on November 16th, 1983
Beijing, China
+86 137 18688732
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 Knit Team, JACK&JONES - China Sep 2019 to present
Bestseller Group China
jackjones.com.cn

- Working in the knitwear category team, responsible for the circular and flat knit tops main and special collections for fast fashion industry.
- Preparing trend research mood boards, category product research and participating on collection build up meetings.
- Proposing styles by identifying product development opportunities considering market needs and company's strategic objectives.
- Providing design sheets tech packs according to the budget and respecting deadlines.
- Conducting fittings and sample follow up.
- Working closely with buying team, technicians' team on daily basis in order to make the process run efficiently and keep product quality.
- Visiting suppliers across the country to start the new collections, improve relationship and update industry processes and techniques knowledge.

Senior Fashion Designer/Menswear Team, OSKLEN July 2014 to July 2019
Luxury lifestyle Brazilian brand
osklen.com.br

- In charge of menswear circular knit category, responsible for tops and bottoms main and special collections.
- 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.
- Proposing collections and sketching style design sheets according to company's concept direction, market trends and respecting budget and deadlines.
- Conducting fittings and sampling follow up.
- 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 four years' time was promoted from junior to plain and then senior designer, increasing sales and creating top selling styles by identifying product development opportunities taking into account the company's strategic objectives and market needs.
- Collaborating in campaigns and photo shootings as part of the styling and art direction team.

Founder/Creative Director, womenswear, 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/ Womenswear, 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.

---

**Textile Graphic Designer, menswear and womenswear, REDLEY 2008 to 2014**  
Surf wear brand, *redley.com*

Graphic and Fabric print designer, working 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

---

**Textile Graphic Designer, womenswear, FARM 2008**  
Brazilian beach culture brand  
*farmrio.com.br*

**Graphic Designer/Visual Merchandising, menswear, RICHARDS 2008**  
Casual luxury lifestyle brand  
*richards.com.br*

**Shop Assistant, VALBRUNA STORE winter 2006/2007**  
Working Experience Internship, Vail – CO, USA - *valbrunavail.com*  
Working with fashion Italian brands such as Hell is For Heros, Parajumpers e Napapijri.

**Textile Graphic 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

Beijing, May 2020