



Lillian Sanderson

creative director | brand manager | head of design | senior designer

📍 Renkum, Netherlands

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Links

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Languages

Dutch (Native)

English (Fluent)

German (Basic)

About

Over the years I have discovered that I can define the needs of a brand well. I have worked for several companies where I quickly identified the core of the brand and monitored it over time. When creating a collection, I can, for the sake of the brand, put my own style or taste aside and create an image that strikes just the right tone for the brand.

Due to the diverse areas I have explored during my career, I can call myself an "all-rounder". I am focused on organizing, creating, sampling and closing with visual content around the collections. I prefer teamwork, but am also very independent, and let's not forget: I accept that working days are never the same.

As an individual, I don't follow trends; I have always maintained a personal style. My individual style is described as clean, feminine, modern and somewhat classic. My style or designs are fashionable in season, but wearable during different seasons. I am an original designer with a strong fashion aesthetic and a keen eye for proportion.

In short, a passionate designer/concept developer of shoes and bags, who cannot imagine a better profession.

I am also a guest lecturer at ArtEz for the product design department.

BRANDS WORKED WITH

ArtEZ Institute of the Arts

Bretoniere Group - Fred de la Bretoniere & Shabbies Amsterdam

COMFORTA

Footwear International

Fred De La Bretoniere

Intermedium Footwear

lillian sanderson shoes / accessories

Schoenfabriek Wed. J.P. van Bommel bv

Studio Sanderson

Experience

● guest teacher

ArtEZ Institute of the Arts | Sep 2003 - Now

Annual workshop shoemaking at Product Design, in collaboration with fashion designers.
Consulting students.

● Brandmanager | Sr Designer

Schoenfabriek Wed. J.P. van Bommel bv | Jul 2017 - Jan 2024

The woman's collections is my full responsibility along with the brand image.



● Head of Design at Studio Bretoniere

Fred De La Bretoniere | Sep 2010 - Jul 2017

As head of design and MT member I control a team of designers, spruce about the collection with the founder of the brand, control the broad image and branding of the separate labels FRED DE LA BRETONIERE, SHABBIES AMSTERDAM & FRETONS. These collections shoes and bags, are developed in Europe (Italy-Spain-Portugal) South America and India, which countries I frequently visit for collection development, fairs and shopping trips. What I particular like in this function is the complexity, diversity and dynamics.

- **Creative Director / Head of Design**

Bretoniere Group - Fred de la Bretoniere & Shabbies Amsterdam | Jun 2015 - Jul 2017

As Creative Director I'm the responsible guard for brand strategy and overall creative image. I Deliver trend and forecasting concepts for 2 shoes and 2 bags collections. I oversee design and development. I coach and develop the design team and manage the development process. Work closely with marketing, creating concepts for commercial photoshoots and campaigns. Work closely with VM, creating window and instore concepts. Attent international trade fairs where I source new suppliers, materials, fashion trends and colour trends.

- **THE SILVER EDITION for SHABBIES AMSTERDAM 10th year anniversary fashion shoe show**

Bretoniere Group - Fred de la Bretoniere & Shabbies Amsterdam | Jan 2015 - Jan 2015

For SHABBIES AMSTERDAM 10th year anniversary I initiated and organized the show. I worked closely with fashion show project manager, sound designer, audio visual company and marketing manager.



- **company owner**

Studio Sanderson | Mar 2009 - Sep 2010

freelance footwear & accessories designer
Concept designer



- **freelance designer**

COMFORTA | Feb 2009 - Aug 2010

In a small team I was responsible for the shoe collection: Original Every One. It was a challenging and exciting period in which we started to reissue this "Original Every One" brand.

- **creative director & designer**

Intermedium Footwear | Apr 2007 - Mar 2009

In this period I had the opportunity in cooperation with Intermedium to reissue my own brand label called LILLIAN SANDERSON for which I had absolute freedom in design. My tasks consisted sourcing, designing, sampling and developing for this I traveled to Italy. Next to this I worked on the label branding, artwork, invitations, exhibition design and website design. The freedom and responsibility in this job fit me like a glove..

- **designer**

Footwear International | Sep 2004 - Mar 2007

As head and sole designer I took care, together with my manager, of the look of the shoes collection BETTY BARCLAY, I also took care of technical modeling, coloring, materials choice and design. For this function I traveled for development and sampling to China. Moreover I held license meetings in Germany and was responsible for the catwalk shoe collections. The solitary position, responsibility and travel to Asia have always given me a lot of work fun.

- **VARIOUS EXIBITIONS**

lillian sanderson shoes / accessories | Jan 1995 - Dec 2006

'Elegancia Holandesa' in Art Space Manzana 1 Santa Cruz, Bolivia, 2006
Museo Tambo Quirquincho 'Elegancia Holandesa' in La Paz, Bolivia, 2006

'pedestals: shoes between art, craft and industry' at the Museum of modern art in Arnhem, the Netherlands, 1995
Elegancia Holandesa' in Art Space Manzana 1 te Santa Cruz, Bolivia, 2006

'Elegancia Holandesa' in Museo Tambo Quirquincho te La Paz, Bolivia, 2006

'Voetstukken: schoenen tussen kunst, ambacht en industrie' in het Museum voor Moderne Kunst te Arnhem, 1995

- **company owner & designer**

lillian sanderson shoes / accessories | Jan 1992 - Dec 2003

In these years I have laid the foundation for my future career in the fashion and design world, building on my own shoes and accessories collection by designing and developing, in Portugal, attending on international trade fairs and to sell. In other words, the whole route in the business.

Education & Training

- 1984 - 1990 ● **ArtEZ University of the Arts**
Bachelor of Arts (B.A.),