



# Thierry Vainqueur

Creative Director, specializing in Sportswear & Casual-Wear: Women, Men, Children.

Paris, France

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## Links

[LinkedIn](#) [Instagram](#)

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## Languages

French (Native)

English (Fluent)

Spanish (Work Proficiency)

## About

A young boy, Thierry would watch and then advise his mother in her choice of evening attire. As a young man, he would win the highest honour of his year at Esmod Fashion School, to be taken under the wing of a renowned haute couture figure, Jean Charles de Castalbaljac, passing rapidly from apprentice to preferred assistant. As a young professional, he would sketch, cut cloth and pick up both the pins and the pointers of some of the greatest creative minds in both 20th and 21st century fashion: Sonia Rykiel, Saint Laurent and Hedi Slimane.

High creative potential, and adaptability

The world of freelance offered Thierry the opportunity to develop two seemingly paradoxical "fashion muscles": adaptability and specialization. The diverse universes of New Man, Sym and Kimuratan of Japan enriched him on both personal and professional levels, exercising and confirming his ability to adapt to different profiles. Yet the successful collaboration with Lacoste, Lee Cooper and Hedi Slimane for YSL would also confirm his true love: jeans and sportswear.

Overall vision and knowledge of the international retail market

Five notable retail experiences that both confirmed and rewarded his inclination for "fast fashion" include his time at Naf Naf, Etam, Morgan, Be Free, Jennyfer, where he rose respectively from Collection Coordinator to Artistic Director. Presenting collections to both buyers and internally, equally at ease in English, French and Spanish, he would get direct requests to present to sales forces both in France and abroad. In one notable anecdote, he used his 18 years as a professional dancer to advantage to give a sense of team spirit, cohesion and fun in by putting on a spontaneous performance to hard-working factory workers in Morocco.

Yet it was his force in accompanying change that truly sets him apart: Courage to be different, respectful and sensitive in accompanying change.

Specialties: Jeanswear (Denimwear), Casualwear: Men, Women, Junior  
Mid-level Ready-to-Wear and Designer  
Design Team management & Coordination  
International Project Leader

### BRANDS WORKED WITH

Don't Call Me Jennyfer

Kaporal

Saint Laurent

Sonia Rykiel

Atelier Chazeau

## Experience



### Free-lance artistic director

Kaporal | Apr 2012 - Jul 2023

Repositioning the brand in terms of style, creating a new image for the brand, heading up a design team made up of graphic artists and designers.

Choreographing the commercial runway presentation, accompanying the purchase department and overseeing the collection from initial conception to final in-store delivery.

Notable achievements: refocused the design strategy, coordinated runway and sales force sessions, refocused and energized teams, heading up the design team.



### Artistic Director

Don't Call Me Jennyfer | May 2009 - Nov 2014

Accompanying the purchase department and overseeing the collection from initial conception to final in-store delivery.

Repositioning the brand in terms of style, creating a new image for the brand, heading up a design team made up of graphic artists and designers, choreographing the commercial runway presentation. Notable achievements: engineered partnership with ADIDAS, organized major international runway presentations, signed up French all-girl rock band.



- **Denim & Leather Consultant**

Saint Laurent | Jul 1998 - Jul 2001

In charge of the leather and denim lines for Saint Laurent : co-launching and follow up on the denim collection finalizing products, creating look-books.



- **Denim Consultant**

Sonia Rykiel | May 2000 - Jul 2003

Co-launching and follow up on the denim collection finalizing products, creating look-books.

- **creative director**

Atelier Chazeau | May 2023 - Now

Associate creative director, responsible for textile, accessory and object design .  
in charge with the collection and production monitoring

## Education & Training

1984 - 1987

- **ESMOD École Supérieure des Arts et techniques de la Mode**

Diplôme,