



Kelly Vallerie Natalie Dami

Master of Arts - Fashion and Luxury Brand Management at Istituto Marangoni

📍 London, UK

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Languages

English (Fluent)

Indonesian (Native)

About

Experienced Fashion Designer with 6 years of demonstrated history of working in the luxury goods and garments industry. Skilled in Conceptual Design, Pattern Drafting, Creative & Art Direction, Business Planning, Trend Analysis, Branding, and Identity. Known as the Winner of Harper's BAZAAR Asia NewGen Fashion Award 2019, who graduated from LaSalle College Jakarta as "Best Collection 2016" of the Fashion Design program. A passionate and risk-taking person who is committed to completing work on time.

BRANDS WORKED WITH

Argo Manunggal Group

Bateeq (Pt. Efrata Retailindo)

Kelly Vallerie

NIKICIO

PRITCH London

Saverio & Liu Limited

Experience

● Founder & Designer

Kelly Vallerie | Oct 2015 - Now

Designing the collections, managing the teams, producing the garments, and promoting the products of KELLY VALLERIE | www.kellyvallerie.com



● Digital Marketing

PRITCH London | Apr 2021 - Jul 2021

Creating email marketing (newsletters), preparing creative marketing content, managing websites, and handling social media.

● Fashion Designer

Argo Manunggal Group | May 2018 - Dec 2019

Designing Ready-To-Wear collections using fabrics that are produced by the company and developing innovative fabrics such as various kinds of flannel, oxford, and chambray.

● Design Assistant

Saverio & Liu Limited | Dec 2016 - Dec 2017

Designing luxury bags & garments, inventory planning, pricing, budgeting, merchandising, organising private sales, and pop-up events.

● Womenswear Designer

Bateeq (Pt. Efrata Retailindo) | Jun 2016 - Dec 2016

Designing for runway collections, communicating with the production team, interacting with suppliers, and collaborating with the textile designer and marketing team.



● Fashion Design Intern

NIKICIO | May 2015 - Aug 2015

Designing collection, drafting patterns, sewing garments, maintaining quality control, and assisting photoshoots.

Education & Training

2022 - 2022

● UDEMY

CLO3D for Beginners (Short Course), 3D Garments Creation

2020 - 2021

● Istituto Marangoni London

Master of Arts, Fashion and Luxury Brand Management

2013 - 2015

● LaSalle College International Jakarta

Bachelor's Degree, Fashion Design