

Soraya Rivera

Womenswear Designer

Hamburg, Germany

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Links

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Languages

Italian (Native)

Spanish (Native)

English (Fluent)

French (Work Proficiency)

German (Basic)

About

BRANDS WORKED WITH

Ameno Hans

Bluekitchen

Khujo

Mino Maestrelli

Riva

Tak.Ori

Experience

● Knitwear Designer

Ameno Hans | Jun 2020 - May 2023

Smart-working from Hamburg, I developed 10 sets (looks) for FW Collection from Moodboards inspirational trends, to sketching total set looks to final technical drawing. Fully immersed in the product process, I also create detailed Xlsx work-sheets for each style.

● Knitwear designer

Khujo | Oct 2018 - Apr 2020

Working in a very full immersed product environment, I am responsible for:

- Collection research;
- Identifying keys silhouettes, fabrics/yarn, colors palettes (lab dips confirmation) and trims relevant for the each new collection;
- Creating, grouping the collection and selected buying samples for Knitwear collection;
- Creating, designing and developing sweatshirts, bottoms, jerseys & knitwear (SS collection);
- Travelling abroad and working with the overseas team developing proto samples;
- Partnering with technicians to follow product development from 1st proto until SMS and PPSamples
- Support the purchase team with price follow up and negotiations (extra task)

● Womenswear and Graphic Designer

Mino Maestrelli | Feb 2016 - Apr 2018

I have coordinated design development tasks within strict timescales and budgets for the Fashion industry. I worked as a Designer consultant focused on womenswear apparel: from knitwear to tailoring and more product categories. I explored colours, trend design and how this can be translated for each customer's individual needs.

Experience Capabilities:

- Womenswear/ Knitwear Mood/ Colour/ Trend Analysis (Color Cards)
- Technical Packs
- Collection Line up
- Artworks
- Branding & Logo Development

● Womenswear Designer

Riva | Jul 2015 - Oct 2015

My first international experience abroad as Womenswear Designer and Supervisor for Riva Club collection team. Style & Product in charge of womenswear Medium-High target, definition of the SS 2016 collection: Trend research and applications to the collections; Color card Selection; Mood boards (collections styles and inspirations); Technical flat; Fabrics/ Yarn selection; Tech packs; Fitting/ Quality control. Supporting the photo production team.



- **Knitwear designer**

Tak.Ori | Nov 2014 - May 2015

Fitting trends research and market analysis, research of materials, fabrics and Yarns; sketching, technical drawings in compliance with established targets. Managing the whole collection from graphics and customizations of the garments to Pattern design (Jacquard/ intarsia or prints) and Product development (quality control and close contact with Italian production facilities by email or phone).

- **Womenswear Designer**

Bluekitchen | Oct 2008 - May 2014

In my 8 years in Bluekitchen Studio I have grown from Junior to Womenswear Designer skilled at collection development through sketching till full production development.

Definition of the Collection:

- Trends research, color palettes, silhouettes (Exhibition, store checks, work-trips);
- Fabrics/ Yarns selection through exhibitions or suppliers proposal-research;
- Technical drawings + Illustrations
- Trims and labeling selection;

Product development:

- Worksheet of each product, proto samples & Sms fitting
- Missions to European & Asian supplier (Factories)

Brands: Kocca, Love Therapy by Fiorucci, Fracomina, Seven7, Joe Gambino etc.

Education & Training

2001 - 2006

- **IIS E. Marelli**

Fashion designer , Clothing