



Rocio Lafuente

Accessories Fashion Designer

Madrid, Spain

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Links

[Website](#) [LinkedIn](#)

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Languages

English (Work Proficiency)

French (Basic)

About

Fashion designer from Madrid, Spain, with extensive knowledge and experience in developing leather clothing and leather accessories.

By other hand, I'm designer of all kind of accessories: footwear, bags, small leather goods, belts, glasses, jewelry...

Strong ability to work effectively as part of a team or individually. Self personal motivation; hard worker.

BRANDS WORKED WITH

ADOLFO DOMINGUEZ

BIMBA Y LOLA

Blanco

Etnia Barcelona

LOEWE

Pull&Bear

Stradivarius

Experience



● SLG designer

BIMBA Y LOLA | Jan 2022 - Jun 2022

As Small Leather Good designer at Bimba y Lola I was in charge of different projects for each season collection.

I had the chance to design each component from the zippers to the pullers, to develop specific colors and materials, following up the indications from the creative director of the brand.



● Eyewear designer

Etnia Barcelona | Dec 2018 - Jan 2022

My duties were searching of trends. Developing of new designs in collaboration with the 3D shape designer.

By other hand, I was in charge of design the acetates from zero and develop the color approach of each collection.

Follow-up of the samples in contact with the suppliers and the quality department of the brand.

Proposal of the men's collection and later presentation before making the final purchase.



● Accessories and swimwear deasigner

Stradivarius | Sep 2017 - Dec 2018

Small leather goods designer that included beauty cases for the Life Style collection.

By other hand, I was in charge of design belts and other accessories such as mobile phone covers.

Searching of trends. Developing of new designs and collection approach along with bag designers

Direct contact with suppliers and monitoring of the collection until its arrival at the store

During this time, I had the opportunity to design the swimwear collection for the SS18 season.

As the swimwear designer, I made a proposal that fits with the rest of textil collection of that season: following the same color palet and the same prints.



● Jewellery and accessories designer

Stradivarius | Jun 2016 - Sep 2017

As accessories designer, within this category are included, hair accessories such as headbands and turbans; and glasses.

Search of trends. Developing of new designs and collection approach.

Direct contact with suppliers and monitoring of the collection until its arrival to the store.

During this time as a jewelry designer, I redesigned the packaging of this category. Some wrapper formats are still used today.

SLG (Small Leather Goods) Designer and Swimwear Designer.
(September 2017 - December 2018)



● RTW product developer and fashion designer of the commercial collection

LOEWE | Apr 2015 - Jun 2016

As product development, my main functions were, along with the RTW team, monitoring each design.

Direct contact with the main suppliers of the brand, checking that all the samples arrive on time at each one of the fittings.

Help in the fitting taking note of the changes.

As a commercial line design assistant, I design proposal of possible commercial designs applying the elements of the main collection and best selling brand's garments.

This experience was my first contact with textil design where I had the great privilege of learning at each fitting with the entire RTW design team at Loewe.



● Assistant bags designer

LOEWE | Sep 2014 - Apr 2015

Eight-month intership as design assistant for catwalk bags at Loewe, in the Madrid offices.

I was in charge of searching of trends. Make proposal of new bag designs for the FW15 collection.

I also help in the selection of the leather and other materials, along with the color approach of these selected skins.

I had the chance to work with the Loewe workshop to make each of the designs.

Helping to prepare each of the presentations and fittings prior to the catwalk in the Paris atelier.

Loewe was my first contact with a luxury brand and a masterclass on the different types of leathers and its handling, and the good construction of a bag with the help of the brand's artisans.



● Assistant accessories designer at

ADOLFO DOMINGUEZ | Jun 2014 - Sep 2014

Searching of trends. Proposals of new designs of bags, jewelry, footwear and other accessories for the SS15 collection.

Creation of technical sheets and contact with vendors. Follow-up of the entire process from the first sample until the arrival of the collection at the store.

It was three intense months where I had the opportunity to immerse myself for the first time in the world of accessories and decide which would be the course that would take my career.



- **Internship in shoes department**

Blanco | Mar 2014 - Jun 2014



- **Accessories Designer**

Pull&Bear | Sep 2022 - Oct 2023

As bags designer at Pull & Bear, I was in charge with the buying team, to create a collection following the latest trends according with the brand.

My work included, from design all the technical sheet, to select color and materials, and, of course, make a complete follow up of the collection until the final product arrives to the shops.

By other hand, I have had the chance to design the bag for the premium collection Equals, that includes unisex well tailoring garments.

This bag was made in leather, with a timeless shape according the unisex concept of the collection.