



# Makiko O

Founder of Think, Vision & Riot Inc. Fashion Collaboration Producer

Berlin, Germany

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## Links

[Website](#) [Blog](#)

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## Languages

English (Native)

Japanese (Native)

German (Basic)

## About

+20 year industry veteran

One of the first to start the emerging designer collaboration x big brands in the industry.

- branding and identity
- fashion insights
- collaborations
- licensing & sub-licensing
- trend forecasts & analysis
- market research
- buying and merchandising
- new business launches
- mergers and acquisitions
- negotiations

Think, Vision, & Riot Inc. specializes in branding services.

The company offers customized services/solutions to various media, i.e., Retail, Designer brands, Press, Trade Shows, films, etc. It aims for each client to build, formulate, and maintain their identity in the market and enforce and execute their branding strategies.

### BRANDS WORKED WITH

Brooks Brothers

Calvin Klein

J.Crew

Ralph Lauren

THINK, VISION, & RIOT. INC.

UNIQLO

## Experience

### ● Founder

THINK, VISION, & RIOT. INC. | Sep 2007 - Now

Branding Specialist / Producer - the company's mission is to give each client, a customized solution to achieve the corporate/brand image and sales through branding and consultancy.

Current Clients:

PALLADIUM BOOTS / K.SWISS

SAMSUNG FASHION DIVISION USA & Europe

SHIPS : www.shipltd.co.jp 80 stores

Past Clients:

LIBERTY AND FAIRS digital trade show: Spring 2021

PBLC TRDE SHOWROOM: FALL 2020 season in Paris.

YEAH RIGHT NYC: Fall 2018

VEEE.com: Global digital platform launch 2018

PYA / THE LINE THE LABEL: Sales 2017-2018

MAKOTO SHOES: seasonal trend report 2017-2019

REDCARD DENIM FALL17 & Sp18 American Market Launch Strategy

MITSUI & CO., LTD / MARK STYLER, PAL GROUP 2013-2016

UBM/ADVANSTAR / PROJECT NY /LAS VEGAS / MAGIC Trade Show: 2013-2015

ABAHOUSE: 2007-2013 Sept.

FILM / BLUE GOLD (Amazon, iTunes ): 2009-2013

SINGAPORE FASHION WEEK: Spring 2015

JULIA HAART Shoes Sales Agent: Fall 2015 season

THE COOLS E-platform: 2013-2014

TIMBERLAND 40TH ANNIVERSARY: Japanese Media Coverage Sept. 2013

JAPAN FASHION WEEK: 2011-2013

UBM/ADVANSTAR / ENK Coterie Trade Show: 2012-2015

IDIEL SHOWROOM: 2011-2012

GLAMOROUS magazine/ Japan: 2011 F/W

CREATIVE MANAGEMENT AGENCY: 2010-2011

BRAND NEWS / PR AGENCY: 2010-2011

Weniger anzeigen



● **Director of Operations for NY Concept Design Studio**

UNIQLO | May 2006 - May 2008

- Designer Invitation Project – Spearheaded and launched all of their collaboration projects. Worked with Alexandre Plokhov from Cloak, Alice Roi, 3.1 Phillip Lim, Opening Ceremony, Tim Hamilton, Alexander Wang, Charlotte Ronson, etc. Researched and traveled the world to find the most appropriate designers for collaboration. Responsible for searching the talents, internal proposals and coordination, negotiation, contractual agreements, design approvals, merchandising, product development process, reviewing tech-packs, marketing, launch press party and ensure product deliveries.
- Supervised the operations of the designers – Evaluated the efficiency, and targeted goal of the design calendars. In charge of recruiting, press, launched Parsons Internship programs, IT, internal calendar meetings to meet the global design calendar.
- Liaison between Paris, Milan, and Tokyo R&D offices to provide brand and seasonal concepts, interacted with Merchandising, Planning, Technical Design, and Marketing teams to ensure integrity of the UNIQLO brand.
- In charge of Accessory division; product development process, translation of concept boards and aesthetics

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● **Licensing Manager**

J.Crew | Jul 2004 - Sep 2005

- Launched J.Crew Division in Renown America by establishing the product development process and monitoring system.
- Oversee planning and production team, which operates Japan exclusive products for men's and women's apparel and accessories. Ensure brand image through approval process.
- Supervise overall product development for each category including spec revisions, color, trims, qualities and fit approvals.
- Established a new infrastructure of communications and approval systems between J.Crew USA and Renown Japan to optimize the information flow on all product areas.

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● **International Specialist**

Brooks Brothers | Apr 2003 - Jul 2004

- Proposed and got approvals at board meeting of the five-year business plan for the Japanese market to increase sales by 200%; including market trend analysis, sales, distribution, production, marketing and overall product assortment.
- Re-assessed and revised the wholesale/ corporate calendar with merchandisers, planners, and production teams to better accommodate international needs.
- Worked with international market buyers to maintain and to meet

the updated international market / corporate calendar and brand standard.

- Evaluated and improved information flow and communication process: Initiated record keeping practices to provide accessibility of document and past agreements.
- Revised and outlined product shipment procedure from initial order to delivery. Created contact list clarifying functions and responsibilities to simplify communication flow.
- Supervised the 25th anniversary campaign for Japan: marketing concept, development of limited edition products, promotions, and budgeting.

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### ● Licensing Coordinator / Deputy Director

Ralph Lauren | Aug 1999 - Mar 2003

- Monitored and approved the proper execution of design concepts at both retail stores and showrooms for all Women's Wear categories in Japan.
- Planned and conducted training seminars for sales associates and merchandising coordinators in Japan.
- Created standardized reporting formats of bimonthly sales and inventory figures allowing stores in Japan to better communicate market trends and the need for basic and fashion stock replenishments.
- Supervised the re-establishment of Japan-only RL Label (supervised design, product development, and advertising, to store delivery). \$200 million in annual retail sales volume.
- Negotiated design issues including fabrics, colors and trims with various U.S. design teams by effectively communicating Japan's unique market needs.
- In charge of reviewing Merchandise Selection List for Blue Label, Polo Sport, and RL ensuring brand image/direction while maintaining sales/growth in Japan market.

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### ● Licensing Coordinator

Calvin Klein | May 1998 - Jul 1999

- Acted as a liaison between Calvin Klein USA and sub-licensees in Japan for all product areas including Women's Wear, Men's Wear, Home, Shoes, Eyewear, and Accessories.
- Collaborated with various U.S. design departments and sales teams to create effective seasonal line presentations for Japanese buyers.
- Worked with U.S. in providing merchandising selections and "Japan Only" proto sample approvals while maintaining a balance between sales/growth and brand identity.
- Compiled a detailed analysis and forecast report of the Japanese market using past sales, market trends, and competitor information.
- Managed the Women's Collection for the Japan market by assisting in the ordering process and ensuring timely delivery.

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## Education & Training

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1994 - 1998 ● **New York University, Gallatin**  
Bachelor, International Business