



Laura Rondon

Creative Director Hakistorm.com - Freelance

Paris, France

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Languages

English (Fluent)

Spanish (Native)

French (Basic)

About

Born and raised in Colombia, I am a passionate, and in love with art, books, poetry, fashion and movies.

Fashion Designer from Parsons The New School for Design in New York, with a Master of Arts Contemporary fashion Design at IFA in Paris, where I am currently living and working as a designer for Olympia Le-Tan. This company is a luxury clutch brand, where the concept of a book is portrait with different forms of hand embroidery art, as their cover. My job is about designing, creating, the illustration, sketch and being involved in the development process of the embroideries.

I strongly believe in team work as the most efficient way of getting ahead of the goals of each company, therefore the enrollment not only with my work but with the team, and the daily things happening in the company are absolutely fundamental for me, as well the good relation with my coworkers.

On the other hand I recently started my own business, in Colombia as the creative director of, a street wear brand, HAKISTORM, where art, quality and creativity are the main motto of our company. www.hakistorm.com

I grew up in a really close family Environment, where my surrounding, friends, daily life experiences, where always the main source of my inspiration for my work. As an artist and designer I love how I get to learn more and more everyday from this country, culture history and people. Therefore, my skills come from curious, responsible and multi tasking person, willing to learn everyday.

BRANDS WORKED WITH

- Hakistorm
- JS Group
- Olympia Le-Tan
- Oscar de la Renta Furs

Experience



● Illustrator

Olympia Le-Tan | Jun 2022 -

My job is about creating illustration, digital art or sketch as the main guide to hand embroider, then, choose the fabric and colors for the embroider of the clutch.

The concept of the brand is a book clutch with art as their covers.

● Fashion Designer

| Jan 2019 -

Laura Rondon is a Haute couture brand, inspired by art. Always capturing my roots, my culture and my beliefs through art, fashion and everything that is visual. My dream is to transport the audience to a sublime and elevated place where everything becomes poetry



● Design Assistant

JS Group | Sep 2018 - Aug 2019

As an assistant designer, my main role was being in charge of the embroidery design, direct communication with fabric suppliers, factories, in order to follow up the design developments as well detail correction of the dresses, development of Teck Packs, some cost sheets.

● Creative Director

Hakistorm | Jan 2018 -

As a new emerge brand, Hakistorm is a tailored streetwear brand with a highly value proposition for young generation, showing up a unique statement and potential to bring clothing to the next level, and highly desired to enter in to this dynamic market. For those who are committed with being themselves, being unique and BEING THE INSPIRATION.

- **Internship**

Oscar de la Renta Furs | Aug 2017 - Jan 2018

Education & Training

2020 - 2022 ● **IFA Paris**

Master of arts in Contemporary Fashion Design,

2016 - 2018 ● **Parsons School of Design - The New School**

Fashion Designer,

2013 - 2015 ● **Pontificia Universidad Javeriana**

Bachelor,