

Catherine van Baal

Design & PD for iconic brands, retailers & DTC. Collection launch & strategy expert. Adaptable, fast & considered.

📍 London, UK

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Links

 [LinkedIn](#)

Languages

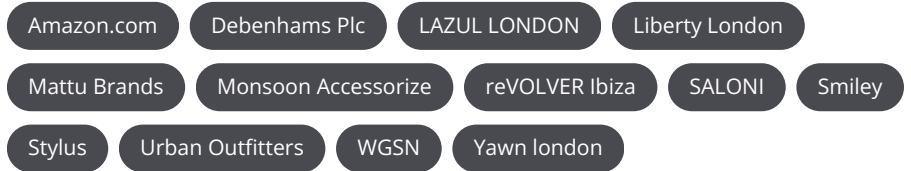
English (Fluent)

French (Basic)

About

I'm a multi product fashion & lifestyle DD & PD consultant - 20+ years experience working with iconic brands, leading retailers, DTC brands & B2B trend forecasting platforms. Specialist in swimwear, ready to wear, intimates & casual wear - from concept through to realisation for all markets, genders & ages.

BRANDS WORKED WITH



Experience



● **Consultant Design & Product Development**
SALONI | Nov 2022 - Now



● **Design consultant premium licensing**
Mattu Brands | May 2022 - Dec 2022



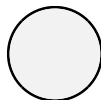
● **Design Director**
reVOLVER Ibiza | Nov 2020 - Nov 2022



● **Design consultant Smiley x Sandro**
Smiley | Nov 2019 - Apr 2020



● **Head of Design Loungewear, Swimwear & Beach RTW**
Liberty London | Mar 2018 - Feb 2019



● **Lead Designer Mat cover**
LAZUL LONDON | Jan 2018 - Jun 2018



● **Freelance Design Director Intimates**
Urban Outfitters | Jul 2017 - Jan 2018

● **Head of Design**
Yawn london | Jan 2016 - Jul 2017



● **Senior Trend & Design consultant for Underwear, Swim & Sleep**
Amazon.com | Jan 2015 - Jun 2017



● **Senior trend consultant**
Stylus | Feb 2014 - Jul 2017

● **Head of Colour & Trend**
Monsoon Accessorize | Oct 2013 - Mar 2014



● **Head of trends intimate & swim**
WGSN | Jan 2007 - Feb 2014



● Senior Designer designers at debenhams

Debenhams Plc | Jan 2002 - Jan 2007

Education & Training

1996 - 1999

● De Montfort University

1st Class,