



Charly Jacobs

Creative director and fashion designer

Specialist in growing businesses from the ground (soil) up

📍 London, UK

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Languages

English (Native)

About

An extensive professional history spanning several years, marked by the successful inception and growth of multiple startups. This tenure in the creative industry has finely tuned my aesthetic sensibilities to achieve a distinct and quietly unique visual signature.

This proficiency has not only captured the attention of high-profile clientele but also steered brands towards sustainable, long-term success.

With a deep comprehension of narrative craftsmanship and its seamless integration into visual communication, I establish close and personal connections with each brand. This approach allows for the precise calibration of brand identity, amplifying the focus on meticulous craftsmanship and unwavering quality while preserving a candid and authentic brand persona.

BRANDS WORKED WITH

Blackhorse Lane Ateliers

Freelance

Uri Studio

Experience

● Creative director and founder

Uri Studio | Jul 2018 - Now

Design from ideation to market - handwoven fabrics, product, creating a consistent and high quality product in a cottage style production structure, art direction across all visual and platforms, international team management, direct sales & wholesale, commerce, marketing, a strong ability-using insight and research to identify our target market and develop products for our specific demographic, building international relationships - particularly with our Japanese clients

● Creative producer

| Oct 2016 - May 2018

Casting, location scouting, mood boards, crew hire, production and budget

Clients: Urban outfitters, New Balance, Huawei, The Bridge events, US denim, One represents agency, Zak agency, Radical media and Doner agency



● Creative director

Blackhorse Lane Ateliers | Sep 2014 - Oct 2016

Designed core collection of menswear denim, designed, took part and directed all foundations for the brands sew in labels, buttons, rivets, swing tags, interior, photographic art direction for all brands imagery - campaign, lookbook, social content & e.com imagery, took part in building the production team and systems

Press coverage in Monocle, Selvedge, Another Magazine and Wallpaper

Secured collaborations and client: Labour & Wait, Toast, Lavenham, Story MFG and Aries

● Womeswear designer

Freelance | May 2012 - Sep 2014

Runway and jersey collections - from illustration, drape, flat pattern cutting to tech pack

Client: Yang Li

Education & Training

- 2007 - 2010 ● **Middlesex university**
Degree, Fashion design
- 2006 - 2007 ● **Brighton University**
Foundation, Diploma
- 2002 - 2003 ● **Norwich School of Art & Design**
Foundation, BA (HONS) ART
- 2015 ● **Central Saint Martins**
Certification, Computer aided design