



# Jorge Freire

CREATIVE DIRECTOR, SENIOR DESIGNER OUTERWEAR MEN AND WOMEN

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Native)

Italian (Basic)

English (Native)

Portuguese (Native)

## About

A creative, passionate and enthusiastic about fashion, brands and streetwear, with a proven track record of leading teams, creating concepts, as well as designing highly successful products and generating substantial brand revenue and equity. Strong range building skills in relation to price and product tiering in line with the business goals. Excellent presentation skills both visually and verbally, comfortable presenting to audiences to convey concepts and ideas. Comprehensive set of design skills from more than 20 years' experience working in the fashion industry. Extensive knowledge of materials, technology's, construction, pattern cutting and manufacturing techniques. Relish being hands on in the development process, experienced at working with factories in Asia and Europe to achieve high standards of product.

### BRANDS WORKED WITH



## Experience



● **DESIGN DIRECTOR**  
Aigle | Jul 2016 - Jul 2021

Creation of the new brand direction and new brand identity and logo. Responsible for the seasonal concepts, definition of the offer, key silhouettes and key items, in all product categories across men (15% growth in Asia), women (10% growth in Europe), footwear (25% growth worldwide). Creative direction and validation of Aigle license partners in China and Japan and kids collections for a cohesive offer that complements the collections designed by the Paris studio. Creation of the key collection silhouettes, product flow and instore merchandizing for our retail stores. Creation of the silhouettes for the seasonal photoshoot. Seasonal collaborations. Collection presentation to stockholders, key buyers, retail, etc. Timberland August 2005 - September 2014



● **SENIOR OUTERWEAR DESIGNER**  
Timberland | Jan 2010 - Sep 2014

Creation of the new Timberland women identity and collection. Responsible for recruiting the womens design team.



● **Senior Designer**  
Timberland | Jan 2008 - Jan 2010  
Responsible for a 75% growth in this products category in the AP region.



● **Senior Designer**  
Timberland | Jan 2007 - Jan 2008  
Design global men's outerwear offer including leather.



● **Senior Designer**  
Timberland | Jan 2005 - Jan 2007  
Creation and coordination a new premium range targeting the Japanese and Italian markets



● **outerwear and "Special Shirts" designer**  
Façonnable | Jan 2000 - Jan 2005  
Design of all the outerwear offer including leather as well as mainline men «special shirts»



● **Designer for men's sport collection**  
Façonnable | Jun 1998 - Jan 2000

Responsible for the design of Façonnable Sports range including the winter ski range and activewear.