Dvveet



Jenny O.Ayayo

Leathergoods Accessories Designer & Product Development Manager

Amsterdam, Netherlands

Portfolio link

Portfolio file

<u>View profile on Dweet</u>

Links

✓ Website

Languages

English (Fluent)

Swedish (Native)

Dutch (Basic)

About

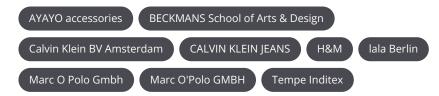
I am Jenny , an accessory handbag & footwear designer , product developer based between Amsterdam and Berlin.

I have been a resident of the fashion world for +15 years and counting. I've created , critiqued, consulted, forecasted and directed for global brands. Dabble in interior design, and upcycling of Scandinavian midcentury furniture for fun.

Currently Consulting ,Designing Researching, Sourcing and collection planning on a freelance basis for brands medium mid level deisgn brands and and global brands.

Open for work, hoping for a new exciting inspiring challenge!

BRANDS WORKED WITH



Experience

Senior Designer – Team Lead, Womens

Calvin Klein BV Amsterdam | Jan 2014 - Jun 2019

- Responsible for 3 designers + 1 Intern, meeting deadlines and design under the brands DNA for the Women's line, manage the collection under direction of Creative Head in NYC. Oversee Handbags, Slg's and Belt category.
- Manage the team's budget for the year
- Design in drawings and mock-ups including hardware and fabrics/leathers.
- Research and sourcing of supplies leather and materials, vintage shopping,
- Compile technical files, travel to factories
- Creating documents illustrating the collection for the sales team. Presenting the line each season to the sale's team.

Accessory & Handbag Designer

CALVIN KLEIN JEANS | Jan 2014 - Jun 2019

- Design in drawings and mock-ups including hardware and fabrics
- Responsible for developing the new collection of bags and leather-goods for the Women's line
- Research and sourcing of supplies leather and materials, vintage shopping,

EXPERIENCE

• Compile technical files, travel to factories for modification's and sample review.

Creating Line sheets illustrating the collection for the sales team.

Footwear Designer

Tempe Inditex | Jan 2013 - Jan 2014

- ${}^{\bullet}$ Inescope 3D design, Research and comp. shopping, develop new seasonal shapes and apply trend research
- Liaising with suppliers and factories in Asia and Spain
- Attend fittings and apply modifications
- Present the seasonal collections for Buyers product managers and the Directors. Guest Lecturer

Guest Tutor Accessories

BECKMANS School of Arts & Design | Apr 2012 - Mar 2013

 Creative workshop, lead 15 student's through course projects, industry competition





Accessory Designer

H&M | Apr 2010 - Jun 2011

• Design Hats, Glove s, Scarves and Umbrellas. Re constructing prints, Sign-off samples and apply changes with production offices. Attend sales meetings follow up on best sellers, liaising with in-house buyer's merchandisers and product developers in India China and Italy. Trend sourcing and application, deliver key items for the product group.

Freelance

Marc O'Polo GMBH | Jan 2008 - Jan 2022

- · Design & development, compile worksheets
- supplier communication

Follow process 1 st proto to SMS,



Senior Designer & Product Development Manager

lala Berlin | Jan 2005 - Jan 2021

- \bullet Manage the day-to-day Handbag & Accessory business, Research & Development , Sourcing
- Supplier communication, source new factories
- Design , Research & Development , follow through from 1 st proto to SMS

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Creative Director

AYAYO accessories | Jan 2000 - Apr 2010



Design & Product Development Manager

lala Berlin | May 2021 - Now

Oversee the day to day business of the handbag & Accessories . $R\&D \ , \ Product \ development, \ sourcing \ and \ Design \ .$ Create seasonal concepts for bags , daily communication with supplier in the far east .

Freelance Designer Handbags

Marc O Polo Gmbh | Aug 2022 - Jan 2024

Oversee the day to day business of the handbag & Accessories . R&D , Product development, sourcing and Design . Create seasonal concepts for bags , daily communication with supplier in the far east .

Consultant, Freelance Handbags & Accessories

| Aug 2022 - Now

Trend Analysis, Material research, Design and product development. Project basis and seasonal. Working across Asian and European sample makers and factories. Mentoring and guiding junior designer.

Education & Training

1997 - 1999 **(BILL AMBERG LONDON**

Asst.,

1996 - 1999 • London College of Fashion

BA (HONS.),

1994 - 1996 • London College of Fashion

Foundation in garment Construction,