



Jenny O. Ayayo

Leathergoods Accessories Designer & Product Development Manager

Amsterdam, Netherlands

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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 design brands and global brands.

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

BRANDS WORKED WITH

AYAYO accessories

BECKMANS School of Arts & Design

Calvin Klein BV Amsterdam

CALVIN KLEIN JEANS

H&M

Iala Berlin

Marc O Polo Gmbh

Marc O'Polo GMBH

Tempe Inditex

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 sales 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.

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Creating Line sheets illustrating the collection for the sales team.

● Footwear Designer

Tempe Inditex | Jan 2013 - Jan 2014

- 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

• 1:1 tutorials. Workshops included Research & Design Technical adviser, Presentation and critique in the field of Accessories & Handbags.



● **Accessory Designer**

H&M | Apr 2010 - Jun 2011

• Design Hats, Gloves, 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 1st proto to SMS,



● **Senior Designer & Product Development Manager**

lala Berlin | Jan 2005 - Jan 2021

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

● **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,