



Maj Wiboe-Engelmark

Head of Design

Copenhagen, Denmark

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Languages

Swedish (Fluent)

German (Basic)

Danish (Native)

French (Basic)

English (Fluent)

About

A designer with a strong foundation in Luxury leathersgoods, jewellery and objects and a love for art, materials and ideas.

BRANDS WORKED WITH

BALENCIAGA

LOEWE

the Royal Academies of the Arts

WIBOE-PROJECTS

Y-3 and Slvr, Adidas

Experience

● Appointed External Examiner for

the Royal Academies of the Arts | Jan 2019 - Now



● Accessory and concept designer

WIBOE-PROJECTS | Jan 2015 - Now

Hummel, Sydney Brown, Maison Margiela, Copenhagen Fur, Kvadrat and more Designing image concept collections for various companies
Concept collections, Special projects, design, sustainability, collection direction, collection management, following the project from concept to final product.



● - Founder/Creative Director

WIBOE-PROJECTS | Jan 2015 - Now

A studio for Fashion, Art and Achitecture: designing products to minimise waste, prolong product life and optimise business.
Concept design, design, directing, strategy, collection management, Managing the process from concept til showroom, Art Direction, set design, budgeting, rangeplanning.



● Head of Men's Bags

LOEWE | Jan 2014 - Jan 2015

Designed, oversaw and developped concepts and bags working with the Creative Director J.W. Anderson
Collection management, Team management, team hire, rangeplan collaboration.



● Accessory and Jewellery Designer, Mens

BALENCIAGA | Jan 2012 - Jan 2014

Responsible for the mens collection of bags, jewellery, slgs and belts for look and commercial lines Working with the Creative Director Alexander Wang
Collection management, Team management, team hire, rangeplan collaboration.

● Accessory and Jewellery Designer

Y-3 and Slvr, Adidas | Jan 2008 - Jan 2012

Womens and Mens Designing collections for Y-3 and SLVR, which includes bags, jewellery, slgs, belts and building up a strong accessory business over a large number of seasons, focusing on innovation and design recognizability Other Projects for Adidas Founding of the Exploratorium Speaker Series at Adidas. The Speaker Series is a monthly event with speakers such as Stefan Sagmeister and David Shrigley coming to Adidas to share their ideas. I also proposed and worked on various project concepts including an Olympic Art event, World cup lead up, sales exhibitions and PROJECT x PROJECT, which is a development derived from the Speaker Series

Education & Training

- 2005 - 2007 ● **Royal College of Art**
MA, MA Fashion Women's Wear, Accessories.
- 2001 - 2004 ● **Central Saint Martins College of Art and Design**
Foundation, Bachelor of Arts
- 2000 - 2001 ● **Central Saint Martins College of Art and Design**
BA, Foundation Diploma in Art and Design