



# Charlotte Bialas

Independent Designer |  
Founder and Creative Director  
of the women's wear brand  
Charlotte Bialas

📍 Grand Paris, France

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## Links

[Website](#) [LinkedIn](#)

[Instagram](#)

## Languages

English (Fluent)

French (Fluent)

Swedish (Fluent)

## About

Creative Director with extensive experience within both small, medium and large brands and with over 30 years of experience in the fashion business. Specialising in challenging situations as for example : Brand repositioning, restructuring and coordination of collection architecture, establishing core values and guidelines and defining clear roadmaps according to market analyses.

### BRANDS WORKED WITH

Blue Production

Charlotte Bialas

Charlotte Munk Sarl, Paris

EtAM Prêt-à-Porter, France

Femmes Magazine

JOOP!

Le Chameau

## Experience



### ● Founder and Creative Director of Charlotte Bialas

Charlotte Bialas | Jan 2017 - Now

Responsible for all aspects of the business including design, creative research, fabric sourcing, marketing and branding.



### ● Creative Director

Le Chameau | Jul 2013 - Aug 2016

Responsible for all aspects of the business including Design, Product developments, Marketing, Co-Branding and Pr.

### ● Creative Director

EtAM Prêt-à-Porter, France | Jan 2008 - May 2010

Woman's Fashion retailer.  
Full responsibility for all aspects and developments of all collections. Responsible for a team of 9 designers.  
Coordination and Research of Concept/ Themes/Design and Colour Management.  
Image Consultant on Main Campaigns and Look Book  
Consultant on Visual Merchandising.  
Organisation of fashion Shows



### ● Creative Director

JOOP! | Aug 2004 - Jan 2008

Entirely under license contracts for Production and Distribution.  
Full responsibility for all aspects and developments of all Collections. Responsible for a team of 9 Designers, including the following Collections:  
Men's Wear Main line/ Accessories/ Jeans line  
Women's Wear Main Line / Accessories/ Jeans line

Coordination and Research of Concept/ Themes/ Design and Colour Management.  
Image Consultant for Main Campaign and Look Books  
Consultant on Visual Merchandising  
Organisation of Fashion Shows



### ● Creative Director

Blue Production | Jan 1996 - Jul 2004

Multi Brand Company. Women's and Men's Wear.  
Full responsibility for all aspects and development of all Collections. In charge of a team of 7 Designers, including the following Collections:  
DONALDSON Women's and Men's main Line / Accessories/ Children's Line / Home Line  
COLLEGE Women's wear Main Line / Accessories  
COD Women's Wear Casual Line  
C+ Tricot Knitwear Line  
C'Basics Sportswear Line

For all Collections:  
Coordination and Research of Themes/ Design and Colour Management  
Consultant on Visual Merchandising  
Consultant on Image Concept  
Organisation of Fashion Shows

- **Company Owner, Head of design**

Charlotte Munk Sarl, Paris | Apr 1985 - Jan 1994

Private Label, Women's Wear .

Responsible for all aspects of the business including Design, Branding, Visual merchandising, Financial Management.

Manage a team of 8 employees, including sales and production management.



- **Assistant to Editor in Chief**

Femmes Magazine | Jan 1982 - Mar 1983

## Education & Training

1979 - 1982

- **Saltsjöbadens Samskola**

Bac,