



# Serena Haller

Creative / Concept / Designer

Paris, France

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## Languages

Portuguese (Basic)

Spanish (Fluent)

French (Fluent)

English (Native)

Italian (Fluent)

## About

Creative working in the industry for over 10 years with a specific focus on Accessory design specializing in Footwear. Extensive experience in high end development in Italy as well as China, Portugal and Brazil. Fluent in English, French, Spanish and Italian.

### BRANDS WORKED WITH

- CARVEN PARIS
- Derek Lam
- HELMUT LANG
- KARL LAGERFELD
- KENZO
- Loeffler Randall

## Experience

### CREATIVE CONCEPT / DESIGNER

| Mar 2015 - Now

Design as well as concept and technical development for various high end fashion companies.

### HEAD DESIGNER MENS AND WOMENS FOOTWEAR

CARVEN PARIS | Sep 2014 - Mar 2015

Research and development of concept, leathers, textiles, components, forms and heels. Design and technical specifications, development of styles in Portuguese factories.

### WOMENS FOOTWEAR DESIGNER

KENZO | Mar 2013 - Jul 2014

Designed women's pre-collections as well as commercial styles for main collection. Developed collection in Italy, China and Portugal.

### HEAD DESIGNER FOOTWEAR

Loeffler Randall | Apr 2010 - Feb 2013

Responsible for design, concept and technical development for entire shoe collection. Designed shoes for Suno runway collaboration collection.

### WOMENS FOOTWEAR DESIGNER

Derek Lam | Oct 2006 - Apr 2010

Designed Women's accessory collection for both Derek Lam collection as well as design level collection for Tod's where Mr. Lam served as creative director. Development in Italy.

### ASSISTANT DESIGNER WOMENS READY TO WEAR/ FOOTWEAR

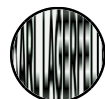
KARL LAGERFELD | Jun 2005 - Aug 2006

Helped establish women's ready to wear collection from inception. Responsible for design of women's runway collection shoes.

### ASSISTANT ACCESSORY DESIGNER WOMENS, MENS

HELMUT LANG | Jan 2003 - Mar 2005

Assisted in all aspects of design for both men's and women's accessory design including design and development of many collection styles.



## Education & Training

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1998 - 2003 ● Parsons School of Design  
Bachelor of Fine Arts, FASHION DESIGN