



Michaela Maier

Managing director

Paris, France

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Languages

- English (Fluent)
- French (Fluent)
- German (Native)

About

keen thinker & quick learner,
trouble shooter with a good sense of improvisation

BRANDS WORKED WITH

- Condé Nast
- gaspardyrkievich
- mi*Galerie;
- Pin Up Secret
- Swarovski

Experience



● Managing Director DACH

Pin Up Secret | Jun 2019 - Now

providing strategic advice to board, placing media and social media budgets for DACH regions (Germany, Austria, Switzerland), supervising international implementation of new packaging, organizing participation at international trade shows (Paris, Singapore, Dubai, Bologne), etc.

● Creative Director

mi*Galerie; | Sep 2014 - Jul 2021

managing co-founded contemporary art gallery and its artists, curating exhibitions, organizing art and cultural events like vernissages or book signings and off schedule sublets like fashion week showrooms or press days

● Fashion Business Consultant

| Jan 2012 - Sep 2014

helping fashion designers rethink strategies and optimize operations to meet changing demands of market and consumers, production, supply networks, etc.



● Senior Studio Manager

gaspardyrkievich | Jan 2010 - Jan 2012

monitoring the atelier's operations, managing staff's performance and duties, assisting heads of design, co-organizing catwalks & showrooms, assisting collection development and fabric research



● Senior Trend Scout Fashion

Swarovski | Jan 2005 - Jan 2010

analysing international catwalk collections, socio-cultural phenomenas and micro trends to forecast crystal colors and cuts 2 years ahead, working out trend presentations for staff and B2B, creative writing of all trend relevant sales tools



● Fashion Editor & Stylist

Condé Nast | Jan 2000 - Jan 2005

styling and producing of photo shoots as well as writing fashion analyses for international magazines and commercial clients: Glamour & Vogue Business, GQ Germany; Getty Images, O'Neill, Toshiba, etc.