



Evita Dokane

Senior Lingerie and Swimwear Designer

London, UK

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Languages

English (Work Proficiency)

Russian (Fluent)

About

A creative Lingerie, Sleepwear and Loungewear Designer with over 15 years experience. I have been designing within International retail an brand sector building up a wealth of experience and knowledge through senior level roles at notable brands including Triumph and Marks & Spencer, and lately under my creative design direction I have been key player of small team to launch new premium lingerie brand Noelle Wolf. The first season SS20 has been successfully launched in Selfridges, Brown Thomas, Neiman Marcus, Luisa Via Roma, Journelle and it continues to gain commercial success and broad recognition.

My creativity and passion for product, ability to strategically position and provide visionary conceptual design & colour directions combined with extensive experience in range building and product development are my key strength. I have proven track of records to develop and launch commercially successful Lingerie & Loungewear lines globally. Able to effectively inspire and communicate to all functions and levels through the business.

BRANDS WORKED WITH

Marks and Spencer

Noelle Wolf Lingerie

Stirling Group

Triumph International

WGSN

Experience



Design Director

Noelle Wolf Lingerie | Apr 2018 - Mar 2020

I was fully responsible for creative Design direction and strategic product development aligned with brand strategy while working closely with Marketing, PR and Sales teams, and directly reporting to CEO. <https://www.noellewolf.com>



Head of Fashion

Triumph International | May 2014 - Apr 2018

Identifying and setting clear seasonal Design directions for Intimates, working on strategic product developments, delivering concepts from the first initial ideas until finished product, global market Trend research and team management were my main responsibilities.



Senior Intimates Editor

WGSN | Jun 2011 - May 2014

I was responsible for global Intimates content at WGSN reporting to Head of Womenswear.

My key activities involved design and trend research, edit and analysis, colour forecast for core and fashion ranges and design concepts for prints for Lingerie/Intimates market 18-24 months ahead the season. I provided seasonal directions and design developments for base fabrics, laces and embroideries. I developed key shape directions for bras, knickers, shapewear, sleepwear and loungewear. I traveled and I did research to spot emerging Lingerie/Intimates trends. I attended and analysed main treadshows such as Interfieliere, Mode City and Curve. I set design briefs for Lingerie experts and contributors across the globe. I planned and maintained annual publishing schedule and Intimates department budget. I signed-off Intimates, Sleepwear and Hosiery reports prior publication.



Designer - Product development

Marks and Spencer | Jun 2010 - Jun 2011

I was responsible to design and develop successful Lingerie and Sleepwear product ranges in accordance with the new Lingerie Direct strategy.

I collaborated creatively with design and buying teams in identifying and creating appropriate products for customers. I worked closely with technical, supply chain and product management team to develop garments and ensure timely & cost effective product developments.

I worked closely with Regional offices and factories in Asia to develop the first concept samples. I worked with Lace, Embroidery, Fabrics and Trims suppliers to develop new fabrics and designs that are fit for purpose and engineering them into a price point. I carried out Lingerie market research, inspiration and comparative shopping trips.



- **Lingerie, Nightwear and Jersey Wear designer**

Stirling Group | Jun 2008 - Jan 2010

Technical Designer for lingerie brand Gilly Hicks - part of small creative team working on very difficult but rewarding bra and knickers designs. Communicated daily with Gilly Hicks head office in USA and factories in China and Sri Lanka ensuring that the development where of the highest standard for style and quality.

Additionally I have worked independently creating fashion thermal underwear and lingerie for NEXT which was sold for Autumn '09 - this range was both profitable and successful resulting re-buying for Autumn '10

Education & Training

2021 - 2021

- **Bocconi University**

Certification of completion due in Oct, Sustainable Fashion Branding

1999 - 2003

- **Riga Technical University**

Bachelor Degree, Textile and Clothing Technology