



Min Song

Shoe designer

Stockholm, Sweden

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Links

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Languages

English (Fluent)

Korean (Native)

Swedish (Work Proficiency)

About

"Min Song: Shapely Originality" WGSN, August 2011

Award-winning footwear designer with an original mind and a belief in authenticity and sustainability

My visual language is contemporary and has an eccentric approach methodology.

BRANDS WORKED WITH

Freya Rose London

G.closet

H&M

Kurt Geiger

Min Song Design

Experience

● Owner& Footwear designer

Min Song Design | Jan 2018 - Now

- Design studio providing creative consulting services specialized in fashion footwear
- Customer: H&M ladies shoe department
- Product design & development – Premium & non-premium collection of flat shoe, sneaker, high-heel shoe, sandal
- Hardware & Construction development and follow-up
- Creating design spec sheet and sample checking
- Catwalk & trend analyzing and forecast



● Design project leader

H&M | Jan 2014 - Jan 2015

- Sole selective creative leader & creative representative of H&M for the industrial design project with BA footwear design program at Cordwainers, London College of Fashion, University of Arts London
- Producing the project concept and planning the entire program
- Creative directing and guest lecturing for second-year class



● Footwear designer

H&M | Jan 2013 - Jan 2017

- Footwear product design development & range building
- Component development and structure design inc. embroidery, print, platform and outsole
- Inspirational research and trend presentation – visiting Lineapelle
- Seasonal inspirational trips within Europe and development trips to production sites
- Attending sales meetings to follow up on current sales and to reflect tendencies on new seasonal design
- Creative collaborations with print designers and swimwear, sportswear team
- In charge of educating footwear technical drawing & building and maintaining of the last library
- Mentoring design interns



● Junior shoe Designer

Kurt Geiger | Jan 2011 - Jan 2012

- Womens footwear design development for KGby Kurt Geiger
- In charge of footwear range & product design for UK clothing brand Biba andKG capsule collection
- Hand drawing & colour CAD - Creating specs and direct communication with oversea suppliers
- Inspirational and market/trend research including seasonal catwalk report

- **Studio assistant & assistant designer**

Freya Rose London | Jan 2009 - Jan 2010

- General design studio assistant for custom made bridal & occasional shoe collection
- In charge of product/in-house trim design & hand drawing sketch
- Market & trend research and seasonal mood board making
- Assisting handbag/footwear design for UK high street brand customer Peacock

- **shoe designer & Product developer**

| Jan 2013

- Womens footwear product and range design for SS14
- Inspirational research and colour & mood directing
- Creating technical sketches by hand drawing
- Developing materials and hardware by direct sourcing
- Daily visiting to local factories - Direct communication on pattern cutting and fitting

- **Studio assistant & design intern**

| Jan 2010

- Womens footwear Design development – hand drawing sketch
- In charge of womens footwear design for luxury label customers JaegerLondon forLFW, LKBennet & designer's own label, Michael Lewis

- **AssistantShoe designer**

G.closet | Jan 2008

- Design development - hand sketch, material research & sourcing
- Visiting local factories on a daily basis – attending pattern meetings & sample follow-ups

Education & Training

2011

- **London College of Fashion, University of Arts London**

Bachelor of Arts,

2004

- **College of Design, Kookmin University**

Bachelor of Arts,