



# Hélène Lauth

DESIGN RESEARCH·CREATIVE  
DIRECTION·PRINT DESIGNER

Paris, France

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## Links

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

## Languages

Japanese (Basic)

English (Work Proficiency)

French (Native)

## About

I am Senior Creative consultant and Print Designer with a confirmed experience in high fashion while pursuing my personal artistic work.

My training at the Beaux-Arts of Bordeaux in Design and in fashion at the ESAA Duperré in Paris, have allowed me from the beginning of my career to intervene in different creative fields. This versatility combined with a precise aesthetic have oriented me in industry towards the German founded brand BLESS and for more than ten years as an iconographer, colorist and print-designer with the designer Felipe Oliveira Baptista at his namesake brand followed by his direction at the French houses of Lacoste and Kenzo.

However, during this time, I did not give up my own artistic research, continuing to use all types of mediums and techniques, from drawing to photography, from collage to video, from ceramics to textiles, painting and installation. Last year, I was back in Japan for several months to work on my personal research related to fabric, architecture, and art. I was invited to do exhibitions, one of them Fuji Textile Week under the direction of Fumio Nanjo.

The last few years have shown me and my clients the importance and richness that these practices bring to each other.

### BRANDS WORKED WITH

Anne Valerie Hash

Bless

Devanlay Lacoste

FELIPE OLIVEIRA BAPTISTA

GROUP SHOW Fuji Textile Week, curated by Fumio Nanjo

KENZO Mode

Lacoste

Parsons School of Design - The New School

School of Fine Arts Bordeaux, design (EBABX École supérieure des Beaux-Arts de Bor...

## Experience

### ● CREATIVE RESEARCH CONSULTANT • PRINT DESIGNER

| Jan 2022 - Now

### ● Exhibition, part of group show/ Art residence, Japan

GROUP SHOW Fuji Textile Week, curated by Fumio Nanjo | Apr 2022 - Dec 2022

<https://fujitextileweek.com/art/artist/407/> also online on NHK <https://www3.nhk.or.jp/nhkworld/en/tv/designtalk-splus/20230209/2046185/>

### ● Visiting Lecturer

Parsons School of Design - The New School | Jan 2021 - Jan 2021

FOR MA IN FASHION STUDIES CLASS. invited by Marco Pecorari

### ● CREATIVE RESEARCH CONSULTANT·DESIGNER

KENZO Mode | Jul 2019 - Jul 2021

Creative right hand of artistic director, Felipe Oliveira Baptista Reporting to Creative Director, part of the design team , Freelance

·MOOD BOARDS:from concept to mood board, for fashion show, mainline, sport and for all product categories.

·COLOR RANGE:from input to proposition for fashion show, mainline, sport.

·PRINT:from input inspiration research to first simulation and placement simulation for fashion show.

·SPECIAL PROJECTS.



- **Visiting Lecturer**

School of Fine Arts Bordeaux, design (EBABX École supérieure des Beaux-Arts de Bordeaux) | Jan 2014 - Jan 2014

FOR STUDENT IN DESIGN invited by Jeanne Quéilhard

- **CREATIVE RESEARCH DESIGNER• PRINT DESIGNER**

Lacoste | Apr 2013 - Apr 2019

·CREATIVE RESEARCH DESIGNER·PRINT DESIGNER

Creative right hand of artistic director, Felipe Oliveira Baptista

Reporting to Creative Director (FOB, Louise Trotter) , part of the design team, (manager n-1)

·MOOD BOARDS:from concept to mood board, for fashion show, mainline, sport and for all product categories.

·COLOR RANGE:from input to proposition for fashion show, mainline, sport.

·PRINTS DESIGN:from input to design and technics, development with fabric team and knittwear team.

·COLLAB WITH ARTIST:from input to design and technics, development with suppliers and marketing team. managing the graphic team. (Peter Saville, Jean Paul Goude, MM Paris, Lesage...)

·ACCESSORIES:bag, shoes (fashion show,mainline) inspiration, coloration, print placement.

·SPECIAL PROJECTS.

- **ASSISTANT CREATIVE RESEARCH DESIGNER**

Devanlay Lacoste | Apr 2011 - Jan 2013

Creative right hand of artistic director, Felipe Oliveira Baptista

Reporting to Creative Director and creative research designer, part of the design team,

·MOOD BOARDS:from concept to mood board, for fashion show, mainline, sport and for all product categories.

·COLOR RANGE:from input to proposition for fashion show, mainline, sport.

·PRINTS DESIGN:from input to design and technics, developement with fabric team and knittwear team.

·COLLAB WITH ARTIST:from input to design and technics, development with suppliers and marketing team. ·ACCESSORIES:bag, shoes (fashion show,mainline) inspiration, coloration, print placement.

·SHOW TEASER:for social media input and follow up for S.S 13 and A.W13.

·SPECIAL PROJECTS.

- **ASSISTANT DESIGNER**

FELIPE OLIVEIRA BAPTISTA | Jan 2009 - Jan 2011

Reporting to Creative Director, part of the design team

·MOOD BOARDS:for fashion show and second line.

·PRINTS DESIGN:design and development for fashion show with suppliers.

·GRAPHIC DESIGN:for showroom invitation and social media, press book, website, look book.

·SOURCING:supplies and fabrics.

·SPECIAL PROJECTS

- **INTERNSHIP / STUDIO ASSISTANT**

FELIPE OLIVEIRA BAPTISTA | Jan 2009 - Jan 2009

- **INTERNSHIP / STUDIO ASSISTANT**

Bless | Jan 2008 - Jan 2008

- **INTERNSHIP / STUDIO ASSISTANT**

Anne Valerie Hash | Jan 2004 - Jan 2004

## Education & Training

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- 2007 - 2008 ● **Esaa Duperee Paris**  
Bachelor's degree in fashion design with merit, Fashion
- 2005 - 2007 ● **School of Fine Arts Bordeaux, design (EBABX École supérieure des Beaux-Arts de Bordeaux)**  
Master's degree of Arts, design Major (DNSEP), Design, Art
- 2002 - 2005 ● **School of Fine Arts Bordeaux, design (EBABX École supérieure des Beaux-Arts de Bordeaux)**  
Bachelor's degree of Arts, design (DNAP) at Beaux-Arts de Bordeaux., Design, Art