

Nathan Jenden

CREATIVE DIRECTOR

New York, NY, USA

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Languages

French (Fluent)

English (Native)

Spanish (Work Proficiency)

Chinese (Basic)

Korean (Basic)

About

BRANDS WORKED WITH

- DARYL K, LLC
- DIANE VON FURSTENBURG
- FIGUE BY LIZ LANGE
- Getty
- Global Brands Group
- HMS
- JOHN GALLIANO/GIVENCHY
- KENZO
- KIMORA LEE SIMMONS
- MASK (New York) by NATHAN JENDEN
- Mexx
- Nathan Jenden
- SEVEN FOR MANKIND
- Tommy Hilfiger

Experience

● Consulting Creative Director

FIGUE BY LIZ LANGE | Jan 2022 - Now

GOODMAN) Rebranding and relaunching brand Developing e comm business and social media .

● Chief Creative Officer

DIANE VON FURSTENBURG | Dec 2017 - Now

and launched lower priced line "DVF West" from concept through product to messaging and instagram campaigns. Shoot and cast all advertising and digital campaigns, work with copywriters and social media team to keep brand message and visuals on point. Design from sketch to fitting to client liaison all celebrity and socialite dressing, working directly with celebrities not via stylist teams etc. Launch of DVF atelier custom culture line. Overall direction of individual relevant teams, press , marketing, social media, merchandising, design team, and production.



● Founder

Nathan Jenden | Jan 2008 - Now

Sep. 2008 - present

Own Label (please see attached files). Stockists including Harrods, Browns, Matches, Louis of Boston, Ikram, Joyce, Lane Crawford, Le Bon Marche, Maria Luisa, Tsum Moscow

● Consulting Creative Director

Getty | Jan 2018 - Jan 2022

closely with designers on product development , presentations , design , styling , casting , photo shoots and fashion shows in NY/ LA fashion weeks and Paris Haute couture week. Closely working with celebrities for red carpet dressing .

● Consulting Creative Director

SEVEN FOR MANKIND | Jan 2017 - Jan 2020

Working closely with management to expand and develop new denim lines for men and women.

PROFESSIONAL EXPERIENCE



● Creative Director & VP of E-Commerce

Global Brands Group | Nov 2016 - Dec 2017

Relaunched HERVE LÉGER Brand, involved in new brand acquisitions, staffing across brands for design teams. Create add campaigns, social media films, and UXD. Responsible for collaborations, fashion shows, store design, and category launches. Casting influencers for campaigns, Line planning, and merchandising.

● V. President of Design

KIMORA LEE SIMMONS | Feb 2016 - Nov 2016

Kimora's designer line. Responsible for opening accounts with Bloomingdales, Saks, Neimans as well as introducing KLS to international market. Design and execution of women's ready to wear designer collection for resort and spring 2017, and accessories (handbags and small leather goods). Responsible for all presentations/photo shoots/advertising and NYFW catwalk shows, working within limited budgets for maximum impact. Directing store development and retail expansion and curating the Beverly Hills flagship store, event planning and vm.

- **Creative Director**

| Sep 2015 - Oct 2016

designing and Marketing divisions. Responsible for trend direction, overall mood, colour stories fabric and technique developments, merchandising and advertising materials and merchandising of MEXX collections across all categories and divisions. Arranging and managing photo shoots and presentations. Frequent international travel for research and development trips to sourcing visits and fittings with suppliers.



- Mexx | Jan 2015 - Jan 2016

- **Creative Director**

HMS | Jan 2011 - Jan 2015

Sep. 2011 - Jun. 2015

Directing 6 separate development and design teams, working with US and European brands and retail partners on product and strategy for Asian and US markets. Brands include DKNY, Donna Karen, Marni, Dolce & Gabbana. Heads a team of 25 Creative, Product Development, and Marketing staff. Designers providing newness, innovation and compelling products to 18 different licensed brands from concept to product to marketing strategies.

- **Designer**

MASK (New York) by NATHAN JENDEN | Jan 2011 - Jan 2015

Sep. 2011 - Feb. 2015

Opening own brand stores in co-partnership for Asian markets. Current store locations: Seoul, Shanghai, Hong Kong, Hangzhou, (2015 Beijing, Chengdu, Tokyo).

PROFESSIONAL EXPERIENCE

- **Creative Director**

DIANE VON FURSTENBURG | Jan 2001 - Jan 2011

knit wear, 2 jersey knits, 3 self woven, 4 print designers, 1 shoe designer, 3 leather goods and luggage, 1 fine jewelry, plus relevant development staff.

Responsibilities:

Responsible for setting, defining and developing seasonal direction, concept, colors, fabrics. Responsible for working closely with marketing and merchandising teams both in-house and external ly (including traveling to regional markets at least 5-6 times a year.) Working closely with retailers and visual merchandisers. Working closely with PR on red carpet dressing and celebrity promotions. Responsible for working closely with marketing and creative direction for seasonal advertising campaigns and fashion shows. Working closely with CEO and Diane to extend brand equity and integrity across the brand, including PR, corporate and retail visual, PR, marketing and events. Preparing of mood board and trend direction for brand, working on collection from inspiration to sampling for new york fashion week. (youtube). To work closely with sales on international market, line building, line planning, staging catwalk shows, and events for new york fashion week, directing lookbooks, advertising, all visual materials for seasonal collections and general corporate visual. Defining the mood with visual merchandiser, international and new york based sales teams. Own name stores internationally and reacting and delivering on local market request in close collaboration with CEO and cooperate head of sales Annual turnover was 1.6 millions in 2001, and annual turnover was close to 1 billion in 2011. Accessories Line (Bags, SLG) Merchandising & Visual Merchandising Licensing (Scarves, shoes,

beach, eyewear, home, cosmetics & perfume) Co-Branding (Fine jewelry, Watches with H Stern, Furs with Saks Fifth Avenue)

- **Design Director**

DARYL K, LLC | Jan 1998 - Jan 2001

(Men's & Women's)

Responsible for Men's and Women's DARYL K Designer Collection and DARYL K189 Men's and Women's Denim Line. Responsible for 4 design teams (Women's collections, Men's collections, and denim collections). Total responsibility for creative vision and inspiration and development of seasonal collections. Fitting, Wash and Tint developments, fabric developments, and new techniques for denim (frequent visit to wash facilities and sample rooms both internationally and domestically) and Working very closely with Daryl and corporate management (Pegasus Fund) to expand business strategically.



- **Head of Women's Wear Design**

Tommy Hilfiger | Jan 1997 - Jan 1998

(Hilfiger by Tommy Hilfiger, Hilfiger Collection)

Headed a team (including knitwear, woven, print, embellishment, and sports wear) Creative & Product Development teams, Directing and liaising with 10 separate Licensing teams, including leather goods (Hand Bags), Shoes, active wear, Home and etc.. From initial concept to specific product developing through to overall seasonal line coordination and visa across licenses and retail outlets, marketing and PR. Responsible for directing relevant teams.

PROFESSIONAL EXPERIENCE



- **Women's Wear Designer**

KENZO | Jan 1996 - Jan 1997

ating embroideries, jacquards and prints for unique fabrications. Fitting samples from development with the atelier through to production in Italian factories.

- **Women's Wear Designer**

JOHN GALLIANO/GIVENCHY | Jan 1995 - Jan 1996

Education & Training

- **The Royal College of Art**

Master of Arts,

- **CENTRAL SAINT MARTIN'S SCHOOL OF ART**

Bachelor of Arts,

1993

- **Byam Shaw School of Art**

Art Foundation Course,