



Julia Wallner

Passionate, straightforward, creative designer.

Munich, Germany

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Languages

English (Native)

German (Native)

French (Basic)

About

I am a passionate, straightforward, creative designer who successfully collaborates with sales, brand management as well as executives to delivery commercial collections and bestselling special projects. I look forward to supporting your brand with my expertise.

BRANDS WORKED WITH

LIEBESKIND BERLIN

Experience

● Design/Production Consultant, Handbag & Accessories Designer

| Apr 2021 - Now

Freelance Designed and developed knit and woven styles Designed and developed handbags and small leather goods Oversaw production



● Senior Handbag and Accessories Designer

LIEBESKIND BERLIN | Apr 2017 - Feb 2021

International fashion brand focused on knowledge of leather craftsmanship and devotion to detail. Managing a team of junior designers and interns in addition to previous tasks as Handbag & Accessories Designer



● Handbag and Accessories Designer

LIEBESKIND BERLIN | Jan 2015 - Mar 2017

International fashion brand focused on knowledge of leather craftsmanship and devotion to detail. Designed handbag groups for seven cohesive collections per year Developed novelty SLG programs Worked closely with ready-to-wear departments to develop prints and styles for bags, SLGs and soft accessories Redefined and adjusted a best-selling NOS program every year with additional quarterly flash programs Designed special cooperations with bloggers and artists Worked closely with the product development team as well as the sourcing department on timelines, SKU forecasting and pricing Traveled to fashion capitals for trade shows and trend research Traveled to China and India to meet with suppliers and visit factories



● Apparel Designer

LIEBESKIND BERLIN | Sep 2012 - Dec 2014

International fashion brand focused on knowledge of leather craftsmanship and devotion to detail. Introduced the product categories scarves, denim and print to the Liebeskind apparel range Designed four collections a year for product categories including leather, scarves, denim, blouses, knit and outerwear Worked closely with handbag team to create bags and SLGs to coordinate with apparel and soft accessories program Traveled to fashion capitals for trade shows and trend research Traveled to China and Greece to meet with suppliers and visit factories



● Sales Assistant

LIEBESKIND BERLIN | Jun 2011 - Aug 2012

International fashion brand focused on knowledge of leather craftsmanship and devotion to detail. Sold collections and meeting with customers to discuss their needs Four month assignment in NYC to support the opening of a Liebeskind US office and retail store Managed communication between Liebeskind headquarter and all outsourced companies Traveled to trade shows in New York and Las Vegas