



Alexander Schaper

Creative

📍 Berlin, Germany

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Languages

English (Fluent)

German (Fluent)

Swedish (Work Proficiency)

About

I am a professional with over 15 years of product creation experience with a strong background in brand building and over 12 years leading creative teams. I have proven skills in strategic planning and the creative implementation of holistic concepts that fit the respective brand DNA and develop it further. Throughout my career I've worked on a variety of aesthetic directions, from sportswear to streetwear to classic tailoring. I believe trends are ephemeral, style is not. Style comes from within and cannot be forced; it is an expression of an attitude and not an imitation of taste.

BRANDS WORKED WITH

Adidas

(Berlin) McM

J.Lindeberg

Monobi

(Stockholm) Filippa K

Experience

● GLOBAL DIRECTOR OF DESIGN

(Berlin) McM | Sep 2022 - Now

I'm responsible for elaborating the brand's aesthetic direction and executing the creative vision across all product categories. My experience in sustainability and my feeling for a contemporary style enable exciting new ideas and concepts:

- setting the seasonal creative direction incl. mood, color, material and graphics
- creative product responsibility for all product groups incl. bags, ready-to-wear and footwear
- leading the global design team of 22 designers based in Berlin and Seoul
- being the hub between product design, development, merchandising, marketing and art direction



● CREATIVE DIRECTOR

Monobi | Apr 2022 - Sep 2022

I was invited to take over the creative direction of the brand for two seasons. I introduced a new collection structure with a mix of timeless and seasonal styles and implemented a new branding strategy. My work resulted in direct company sales growth as well as indirect revenues by extending the brand's reputation and "international mind-share":

- setting the seasonal creative direction incl. mood, color, material and graphics
- creating 2 high functional luxury collections
- driving new material innovations
- directing the marketing campaigns and sales departments with creative direction and content



● DESIGN DIRECTOR

J.Lindeberg | Feb 2022 - Aug 2022

I was responsible to define the aesthetic direction for the brand and implement the creative vision into products. With my experience I was asked to merge the brand's sport heritage with a contemporary style:

- setting the seasonal creative direction incl. mood, color, material and graphics
- creative product responsibility for all product groups incl. fashion, golf & ski
- stimulating creative links and ideas between the fashion, golf and ski departments
- presenting the final collection to the international markets
- setting up a new team structure and leading a team of nine designers
- nurturing the marketing and sales departments with creative direction and content

● CREATIVE DIRECTOR MENS

(Stockholm) Filippa K | Feb 2022 - Aug 2022

I was asked to create a strategy to re-position the mens collection to attract international clients with innovative scandinavian minimalism:

- setting the seasonal creative direction incl. mood, color, material and graphics
- creative product responsibility for all product groups
- driving creative ideas to celebrate refined minimalism combining simplicity, sustainability and functionality
- leading the mens creative team
- nurturing the marketing and sales departments with creative direction and content



● HEAD OF DESIGN (HERZOGENAURACH)

Adidas | Jul 2022 - Aug 2022

I was responsible as head designer for the in-house fashion collections and collaborations:

- elaborating creative ideas for the overall brand direction and each seasonal collection merging sports and streetwear
- leading collaborations such as Pharrel Williams, Kanye West and Tom Dixon, Y3
- managing the respective design and development teams and collaborating with the x-functional heads
- awards: best travel clothing 2014 (adidas by tom dixon, Travel&Leisure design Awards, USA)