



Wouter Baartmans

HEAD OF MENSWEAR/
MENSWEAR DIRECTOR

📍 London, UK

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Languages

Dutch (Native)

English (Fluent)

About

An experienced Head of Menswear specialized in defined and relevant luxury, with a focus on modernity through innovation and commerciality. Known for providing outstanding results across categories with focused technical vision and authentically curated brand aesthetic evolution.

BRANDS WORKED WITH

Baartmans & Siegel

dunhill

LU MEI London

PREEN

Roland Mouret

Tim Van Steenberghe

Viktor&Rolf

Experience



● Head Of Menswear

dunhill | Oct 2016 - Jul 2023

- Right hand to Creative Director
- Close working relationship with CEO and executive committee/board of directors- generating brand direction and daily business connectivity.
- Responsible for all categories of garments including catwalk and commercial ranges.
- Drove elevation and luxury definition acceleration implementation across all categories brand products and DNA strategy.
- MRTW design evolution and branding definition
- Collection concept research & ideation development across categories and season
- Colour and fabrication developments and experimentation
- Leather, skin and specialty fabrication techniques and development
- Brand project mapping across design and co-connectivity with Art Directors and Marketing teams
- VIP and special project management and ideation
- Special launch collaboration projects design & image creation
- Italian manufacturing in-put, refinement, relationship management and practice optimization
- Team developments and working daily structure – implementation of optimisation and continued management.
- Cross connectivity and closely working with Art direction teams, stylist, and creative consultants.
- Management of fittings, ergonomic structuring, fabrication evaluation and product industrialization
- Pre-production fittings and special product launches
- Optimised and achieved accelerated commercial targets for product categories across retail.



● creative director

Baartmans & Siegel | Feb 2010 - Oct 2016

- Launched and co-founded contemporary-luxury MRTW/ WRTW label 2010- in response to hunger from British youth culture for the emerging new category of sport-luxe aesthetic.
- Brand guardian and joint CEO/ Designer
- Specialty in outerwear product category, creating statement silhouettes, fabrication, and product innovation.
- Expertise in sourcing, developing, sampling and production of garments internationally, with specialty in Italian factories.
- Successful relationship building and development with press and buyer/wholesale market globally
- Innovation design each season from conception to execution ranging across individual product design within 7 categories, garment sampling & development, styling and fashion week launch.
- Complete and comprehensive experience and understanding of Menswear industry ranging from design to front facing business and press sectors. Achievements
- Established a philosophy of iconic design and elegance, in conjunction with an advanced-contemporary commerciality.

- Trailblazer of current sport-luxe-tech lifestyle youth revival aesthetic, working in conjunction with renowned editors and stylists for seasonal creations and high concept products balanced with commercial awareness.
- Drove commercial product collaborations each season across all product categories of brand with sales distribution internationally.
- Creation of iconic and renowned emerging menswear label within the rise of the menswear London scene showcasing a defined and relevant collection twice annually, stocked and worn by cult influencers and zeitgeist leaders.
- Developed, created and implemented art direction and audience language with branding partners and platforms across all product categories of the label
- Twice annual LFW on-schedule showcasing- directing event production and experiential culture environment (collaborating with artists, stylists, set designers, art partners, photographers & other creative)
- Created, launched and lead 12 statement collections to creative and commercial success, independently, which received multiple awards and nominations of note
- A proven track record of leading design to business growth, working intensively with international buyers and retail sectors- participating and selling in international showrooms and tradeshow- understanding the importance of aspirational and commercial menswear product design.

Awards:

- WOOLMARK PRIZE-Menswear (runner-up British Isles Awards) 2016
- WGSN- Best Menswear Brand 2016
- CONVERSE- Brand ambassador/ Creative Partner 2015-2016
- CFE VENTURE AWARD 2012
- LCM- on schedule RTW 2011-2016
- FASHION EAST 2011
- HARRODS LAUNCHES- Design Award 2011
- 7 BRILLIANT BRITS- UK Esquire 2011

Collaborations:

- AWGE / A\$AP ROCKY M&S – MRTW- Autograph RIVER ISLAND
- KICKERS
- PENFIELD
- NIXON Timepieces
- GRENSON
- SAUCONY
- LE-COQ-SPORTIF



● **Design Consultancy**

LU MEI London | Sep 2014 - Aug 2016

- Down sportswear and outerwear specialty design and manufacturing
- 25 Piece Range plan consisting of women and men's outerwear garments- focus on technical functionality and region specific.
- Project and factory management



● **Design Consultancy**

Roland Mouret | Sep 2011 - Sep 2012

- Commissioned for specialist international brand collaboration projects
- Directly reporting to Roland Mouret & managing director- translating the vision of Roland and project targets
- Mood Boards-trends and consumer commissioned function analysis-& product boards
- Fabric & component sourcing & liaising with international factories & companies
- Technical illustration and image projection & manipulation



● **Studio Assistant**

PREEN | Jan 2007 - Jan 2008

- Assisting Designers and studio team
- All daily administration & logistics duties

- Pattern cutting & drafting
- Sample construction development & refinement
- Embellishment application & technique development & experimentation



● **Design WRTW and Couture assistant**

Viktor&Rolf | Dec 2006 - Nov 2007

- Extensive research for new projects/ Fabric research and organization
- All Show couture construction development & refinement
- Clay sculpture and shape trials shoe shapes silhouette innovation design development
- Pattern drafting and production of toile
- Illustrator technical drawings and image design/ Digital pattern manipulation
- Garment alteration and couture finishing



● **WRTW Studio Assistant**

Tim Van Steenberghe | Jun 2006 - Jan 2007

- WRTW Pattern cutting
- Silhouette design development for RTW Collection
- Print design
- Embellishment design experimentation techniques

Education & Training

● **London College Of Fashion, University Of The Arts**

Master of Arts,

● **Fashion Institute**

(AMFI): BA Fashion Technology & Design- Styling,

● **Fons Vitae Lyceum**

Havo-diploma (GCSE/A,