



Lise Vitoux

Bags and accessories designer

Berlin, Germany

[Portfolio link](#)

[Portfolio file](#)

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Links

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

Languages

German (Work Proficiency)

Chinese (Work Proficiency)

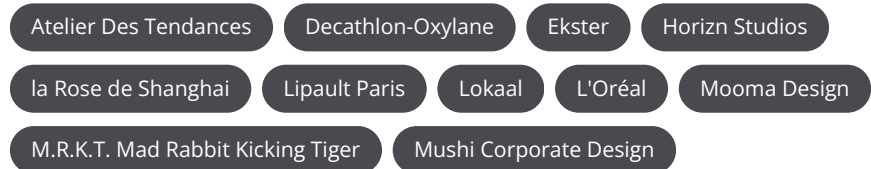
English (Fluent)

French (Native)

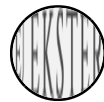
About

Creative, Flexible and Well-Organized team member, I can help you design and develop the soft products following your brand identity and for your market, and support you in the journey towards more sustainable design. With a deep experience working with factories in China, I have a good understanding of feasibility constraints, I can help to communicate in Mandarin and make small prototypes when needed. Curious and passionate about fashion, I'll explore innovative design directions, do some trends research, user-centered analysis, drive the product development and project management with efficient communication and collaboration with the project stakeholders.

BRANDS WORKED WITH



Experience



● Bag and Accessories Designer

Ekster | May 2021 - Now

Design and Development of Bags and Accessories, Project Management



● Designer

Lokaal | Dec 2021 - Aug 2022

Design of a shopping trolley. Conceptualisation, 3D Design, Material and Manufacturer Sourcing.



● Bag and Accessories Designer

Lipault Paris | Aug 2021 - Oct 2022

Design of the FW22 limited edition for a range of products, SS23 new luggage and FW23 new travel backpack. Creative Directions, Sketches and Renderings, Technical Drawings.



● Product Design Manager

Horzn Studios | Apr 2017 - Sep 2021

HORIZN STUDIOS is an international Smart Travel brand from Berlin, who develop innovative travel products and services for the digital age, with the aim of making everyone's journey seamless and enjoyable. In charge of the bags and accessories design, creation, material sourcing and development of the products until production management and quality check. In charge also of the trends and color research for the expansion of the whole range of products and capsule collections. Coordination and communication with the product team, the management and the manufacturers in China (fluent in Chinese).

● Design Manager

M.R.K.T. Mad Rabbit Kicking Tiger | Sep 2015 - Mar 2017

In charge of the bags and accessories design, creation of the full line of products including 2 majors collections per year + holiday line and collaboration projects with other brands. Design development of the store merchandising guidelines and pop-up stores. Coordination and communication with the design team, the manufacturers, international customers and business partners.

● Founder and Creative Director

la Rose de Shanghai | Sep 2011 - Dec 2016

Creation of a fashion brand inspired by Chinese architecture and fabrics patterns to contemporary garments and accessories collections

- Design and hand-made prototypes
- Pattern design on fabrics
- Tailor-made and Made-to-order business
- Communication and manufacturing follow up with local tailors



● Visual Merchandising Designer

L'Oréal | Sep 2011 - Sep 2015

In charge of development and implementation of Visual Merchandising project in counter and distributor (Sephora, Airport) which are in line with brand guidelines, business strategies, and local market to create an attractive and effective design environment.

- free-access furniture development in Sephora and Airport for : Lancôme, Biotherm, Shu Uemura, Clarisonic, YSL Beauty, Giorgio Armani Cosmetics.
- department store Visual Merchandising development for : Biotherm, YSL, Clarisonic
- design, 3D, technical drawings, prototype and production follow-up with manufacturer
- project management (schedule, budget, databases)
- clear communication at all levels : International brand team, local marketing team, design team, manufacturer teams and counters teams.

● Design Coordinator

Mushi Corporate Design | Jul 2011 - Sep 2011

Professional uniforms for Luxury hotels and restaurants

- Direct communication with the client (WH Ming Hotel), and the uniforms manufacturer
- Clients requests translated into design proposals

● Interior Designer

Atelier Des Tendances | Nov 2010 - Jun 2011

Interior design agency specialized in hotels and restaurants, wood workshop and contemporary furniture store integrated

- Creative Interior Design according to the client expectations, space and budget constraints
- Communication with the client
- Construction follow-up with different field manufacturers

● Product Design Intern

Decathlon-Oxylane | Mar 2010 - Aug 2010

In charge of prospective design research for the brand «Newfeel», urban walking sport.

- Trend and field research in China
- Shoes and bag design
- Crosscultural design, local and global strategy

● Product Design Intern

Mooma Design | Sep 2008 - Jan 2009

Chinese company specialized in upholstery and wood furniture technics. Furniture and product design, including 2 chairs produced for National fair.

Education & Training

2010 - 2011

● Lignes&Formations

Fashion Designer certificate, Fashion Design-option textile design

2005 - 2010

● L'Ecole de design Nantes Atlantique

Master, Product design