



# Kaja Klajda

Creative Director at Dare Lingerie | Fashion Design, Trend Research, Storytelling

London, UK

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## Links

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

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## Languages

English (Native)

French (Native)

Polish (Native)

## About

I am passionate about creating meaningful designs that go beyond aesthetics, and that address the social and environmental challenges of the fashion industry. As the Creative Director of Dare Lingerie, I lead the brand refresh initiative, developing a clearer brand DNA, designing the new logo, and directing communication projects that reflect the brand's values and vision.

I also developed the first swimwear line for the brand, researching and implementing sustainable practices such as using recycled materials, minimizing waste, and promoting ethical production. I have an international track record in fashion, illustration, theatre, and film, with skills in fashion design, garment construction, styling, and art direction. I am currently pursuing a Master of Arts in Art and Science at Central Saint Martins, University of The Arts London, where I explore the intersection of creativity, innovation, and social impact. My goal is to help build a more sustainable and inclusive fashion industry that empowers people and protects the planet.

### BRANDS WORKED WITH

An independent feature film "3 days and Then Italy"

Central Saint Martins, University of The Arts London

Dare Lingerie

Femi Stories

LANVIN

La Suite Jenny Sacerdote

Lukis Global

Rick Owens

Robert Kupisz

Thom Browne, Inc.

## Experience

### Creative Director

Dare Lingerie | Oct 2022 - Now

- Lead the brand refresh initiative (developed a clearer brand DNA, designed the new logo, directed communication projects)
- Developed the first swimwear line for the brand
- Researching and implemented sustainable practices

Skills: creative direction, lingerie, swimwear and activewear design, print and lace design, patternmaking, fabric selection, trend research, tech packs, communication with manufacturers, CLO3D, Adobe Photoshop and Illustrator, attention to detail, communication, problem solving

### Short Course Assistant

Central Saint Martins, University of The Arts London | Jul 2022 - Jul 2022

- Delivered creative workshops for the Fashion Design and Styling Short Course
- Helped students to develop and articulate their creative visions
- Provided technical support in fashion design and making

Skills: teaching, fashion design, art direction, listening and communication, empathy

### Fashion Designer

Lukis Global | Feb 2022 - Apr 2022

Co-designed a womenswear fashion collection as part of an international designer collective start-up

Skills: womenswear and accessories design, print design, fabric selection, trend research, communication with manufacturers, Adobe Photoshop and Illustrator, fashion illustration, collaboration

### Product Developer and Graphic Designer

Femi Stories | Feb 2021 - Nov 2022

- Co-designed the sold out, pilot menswear capsule collection
- Took over most of the accessory design tasks after 3 months of working



for the brand

- Created Instagram content that met with double the engagement of previous posts
- Created key visuals for the Spring/Summer '22 campaign
- Created 3D digital garments

Skills: apparel and accessories design, print and embroidery design, packaging design, fashion illustration, tech packs, communication with manufacturers, CLO3D, Adobe Photoshop and Illustrator, digital content design, responding to briefs

### ● **Storyboard Artist/Costume Designer**

An independent feature film "3 days and Then Italy" | Aug 2020 - Sep 2020

- performed fashion research for film set in 1998, compiling imagery from the 1990s
- sourced low-cost costumes that fit the film's colour palette, contributed garments from previously designed collection to create costumes that combine 90s fashion with contemporary, conceptual work
- created visuals based on the script as a reference for the director of photography, actors and the crew

Skills: apparel and accessories design, styling, visualisation, illustration



### ● **Studio Assistant**

La Suite Jenny Sacerdote | Jul 2020 - Aug 2020

- Created fashion illustrations and technical drawings (over 400 drawings)
- Created patterns according to the technical drawings
- Assembling prototypes of garments
- Researched through Jenny Sacerdote archives and proposing designs based on images found
- Developed concepts for a capsule collection, with nearly complete creative control

Skills: apparel and accessories design, fashion illustration, technical drawing, patternmaking, garment construction, fashion research, Adobe Photoshop and Illustrator, responding to briefs

### ● **Intern**

Thom Browne, Inc. | Mar 2019 - Mar 2019

Internship during Paris Fashion Week

- assisted the managers of the womenswear show during show rehearsals
- stood in for models during show rehearsals

### ● **Show Dresser**

Rick Owens | Sep 2018 - Sep 2018

Show Dresser during Paris Fashion Week

- performed quality control of the garments and signalling any last-minute adjustments to be made
- dressed models, coordinating hair, make-up and preparation of assigned models

Skills: organisation, adaptability, time management, attention to detail



### ● **Showroom Assistant**

LANVIN | Jun 2018 - Jun 2018

Showroom Assistant during Paris Fashion Week

- assisted the sales team and clients
- dressed models and supervised the visual merchandising

Skills: positive attitude, organisation, adaptability, time management, attention to detail



### ● **Intern**

Robert Kupisz | Aug 2016 - Aug 2016

administrative and quality control duties:

- coordinated deliveries to and from the office and stores
- helped organize the products, ensuring orders arriving from the factory are correct

## Education & Training

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- 2021 - 2023 ● **Central Saint Martins, University of The Arts London**  
Master of Arts - MA,
- 2017 - 2020 ● **Istituto Marangoni**  
Bachelor of Arts - BA,