

JOAO ELIAS

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PERSONAL OBJECTIVE

Designer with an extensive global education and employment background gained in creative fashion roles that has developed an excellent conceptual and technical skills specifically related to a future career as a designer within the luxury sector.

EDUCATION

Ba (hons) Fashion Design - London College of Fashion (UAL), Sept 2014 - June 2018 - London, UK

- Undertook this course in order to further develop my first degree.
- Runner up winner of Batsford Prize Design Competition 2016 - Reuse, Recycle, Reclaim.
- Third place winner of Sophie Hallette University Design Challenge 2017.
- Top 20 Design Graduation Collections chosen to be part of LCF Press Catwalk Show.

Ba (hons) Womenswear Fashion Design - Faculdade Santa Marceina (FASM), Jan 2003 - Dec 2007 - Sao Paulo, Brazil.

LUXURY FASHION PROJECTS/ASSIGNMENTS

- En Theos - LCF Graduation Collection 2018, inspired by modern Surrealism leading to a Multicultural aesthetic.
- Sophie Hallette University Design Challenge 2017 - Represented LCF, inspired by Green houses referring to the principle of introducing nature into Human Life.
- MCQ - Alexander McQueen 2018 - Accessories Design, personal project developed for portfolio.

FASHION EMPLOYMENT

JACK WILLS – London, UK, Jan 2017 – Present – MULTI PRODUCT DESIGNER

- Design for Women's and Men's accessories - jewellery, handbags, backpacks, small leather goods, belts and shoes.
- Design for Men's jersey - polos and underwear.
- Design for Men's swimwear.
- Develop seasonal concept for each category through the creation of Jack Wills Customer typologies.
- Developed specs with high specification of technical drawings.
- Update Design Packs and Range Plans.
- Research Trend market and competitors.
- Followed up critical path from sketch into production.
- Constantly communication with buyers in order to develop products accurate with the brand customer profile and price range.
- Traveled for product research and suppliers.

COS – London, UK, March 2016 – Sept 2016 – ACCESSORIES ASSISTANT DESIGNER

- Assisted Design for women's accessories - jewellery, handbags, small leather goods, belts and shoes.
- Developed specs with high specification of technical drawings.
- Developed inspirational boards looking at Cos Customers and each product category.
- Implemented leather catalogue organised by qualities from each tannery.
- Developed mock-ups to be sent to factories.
- Implemented 3D view drawings for overview plan.
- Weekly fittings and updated overview plan.
- Communicated with buyers to ensure products reached perfect requirements.
- Followed up critical path of each product from sketching to production.

ELITE CREATIONS - London, UK, July 2015 - Feb 2016 - ACCESSORIES DESIGNER FREELANCE

- Designed ranges of handbags and accessories for different UK and South American Clients.
- Interpreted seasonal key trends in order to develop mood boards, sourcing new shapes, designed new trims, materials, colour palettes and sampling.
- Created detailed tech packs - hand drawing and specs on Illustrator.
- Presented collections to buyers including negotiation on price.
- Prospected new clients and opened new accounts.
- Traveled for trend, market research and visit clients.
- Liaised directly with customers and factories.

EASY DEVELOPMENT - London, UK, March 2011- Dec 2013 - MULTI PRODUCT DESIGNER FREELANCE

- Overlooked Womenswear and Men's - Jersey, Woven Knitwear and Accessories.
- Traveled for trend and market re-search, visiting stores, critiquing the merchandise mix together with "forward trends" to develop the department strategy to exceed customer expectations.
- Ensured products were tailored to each customer type.
- Negotiated on price and delivery schedules.

FURTHER SKILLS

- High Level of Adobe Photoshop, Adobe Illustrator, Indesign, Excel, Lotus Notes, Word.
- Excellent hand drawing skills.
- Strong knowledge of pattern cutting, sewing and technical construction.
- Languages: Fluent in English, Fluent in Portuguese, Basic Spanish.