



MS A.EDA AKPINAR

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Email: info@edaakpinar.com / D.O.B: 21st November 1987

Nationality: Turkish

Key Skills:

- Over 18 years of experience within menswear/ womenswear brands. From Luxury to mid-level products
- My role is responsible for setting the strategy across sales growth and profitability in the region
- My goal is assess and identify new opportunities for growth in current and prospective markets
- Multi-product womenswear / menswear designer including Knitwear, Woven, Jersey and Bottoms
- Creating marketing plans that promote brand awareness and increase customer loyalty
- Managing design process, from initial concept through to final manufactured product. Ensuring critical path is maintained
- Constant awareness of up-coming and current fashion trends
- Collection range planning and goals: commercial volume and Noos
- Interpret sales report and develop sales/marketing strategy
- Determining the season brand strategy and developing the final market area
- Brand creative visual planning and brand identity creation
- Leadership and business development between Sales/ Marketing and Production/ Design units

Work Experience:

Aug 2023- Present Panço (TURKEY-ISTANBUL) www.panco.com.tr

Creative Director- Consultant:

- Responsible for shaping and establishing the brand's vision, from collection to marketing.
- Lead creative sessions for project kick-offs
- Manage multiple projects from concept through completion
- Develop design concepts
- Establish creative direction within a company
- Supervise and inspire the creative team of vendor partners; generate multiple concepts for a campaign or project
- Work with the account team, strategy team, and copywriters to develop concepts and present to management
- Work with internal teams to generate ideas for pitching and proposals
- Manage design team members

Jan 2022- July 2023 QUO (TURKEY-USA) www.quo.com.tr

Chief Design Officer-Consultant:

- Responsible for all aspects of a fashion retail and wholesale company's operations in Russia, USA and Turkiye.
- Plan, direct and coordinate various aspects of operating area
- Ensure that the vendors and suppliers of the fashion retailer are properly compensated and continue to meet the needs of the fashion company
- Manage recruitment, and look at the structure of the office
- Providing strong leadership to the territory to achieve the business strate
- Developing a supplier base, and ensure they meet the required standards and targets
- Identify opportunities of growth, looking at product offers and pricing
- Working with merchandising on product offering, identifying for areas of growth, profit, and loss
- Working on profit and loss; developing and implementing strategy

NOV 2020- July 2023 QUO (TURKEY-USA) www.quo.com.tr

Design and Creative Director- Consultant:

- Smart / Daily / Trend collection definition / planning and development of design
- Presenting the company's seasonal collection and planning product timing
- Establishing the coordination between Production and Sales / Marketing units and team management
- Reporting and developing new seasonal marketing trends
- Creative visual brand development and interpretation of world trend trends
- Brand identity management and planning
- Global Fair and Digital Market area development and strategy management; USA, Russia, Europe

JANUARY 2021 – NOVEMBER 2022 HYVE GROUP (ISTANBUL-LONDON)

Scoop and London Pure Consultant:

- Turkey market creation and development between London to Istanbul
- Reporting and planning
- Communication and selection selection with brands and designers
- Planning and implementing a large number of designs, seminars and organizations related to promotions

JAN 2018 - PRESENT IMA ISTANBUL MODA ACADEMY- (TURKEY- ISTANBUL)

Part-time Senior Lecturer:

- To teach Fashion Design process: 2018 /2019 academic course for Graduate Program in Fine Arts and Design in 3 years Bachelor's Degree
- To teach Fashion Design Process for Merchandising in Short Course
- Teaching; Collection Mathematics Corporate Company trainings

- Teaching Fashion and Design for Turkish Ministry of National Education- Fine Arts High School and Vocational High School Design Teachers
- Global seasonal and trend seminars/webinars in cooperation with İHKİB
- İHKİB Innovative Ideas Marathon Giving Design Thinking seminars

MARCH 2019 – MARCH 2020 IFA INTERNATIONAL FASHION ACADEMY PARIS- (ISTANBUL-PARIS)

Director of Fashion Design Department:

- Lead the entire department to ensure all operations run effectively and efficiently
- Responsible for a wide variety of tasks that are directly associated to fashion coordination, management, and promotional activities
- Responsible for creating academic course for Graduate Program in Fine Arts and Design in 3 years Bachelor's Degree and Short Courses

JAN 2018 - PRESENT IFA INTERNATIONAL FASHION ACADEMY PARIS- (ISTANBUL-PARIS)

Part-time Lecturer:

- To teach Fashion Design and Product module: 2018 /2019 academic course for Graduate Program in Fine Arts and Design in 3 years Bachelor's Degree

MAY 2019- MAY 2021- ZENEN TEXTILE- SOPHENE- SHENDEL / (TURKEY-ISTANBUL)

Creative Director- Consultant:

- Responsible for managing product development on womenswear collection for European customers- Red Valentino, Alexander McQueen, Rene Lezard, Sosandar, Lauren Vidal
- Design and develop of the collection for own brand Sophene & Shendel in Smart/ Casual/ Fashion
- Present the company's seasonal collection
- Trend research and interpret them for individual customers, managing their expectations and needs
- Communicate with clients regularly, including regular traveling
- Manage the critical path and timelines ensuring on quality and on time production
- Manage a strong and creative design team and Pmd / Atelier
- Design preparation and collection management of international fairs; London Pure Fair, Cpm Moscow and Cpm Berlin
- Leading the team in the collection season catalog/ lookbook, determining the concept and styling
- Making sales strategy and brand visual planning and developing market space

JAN 2017 – MAY 2019 BOYNER BÜYÜK MAĞAZACILIK A.S. - FABRIKA- HOUSE OF CAMELLIA / COTTON BAR (TURKEY- ISTANBUL)

Creative Director:

- Guided by a seasonal assortment plan, design women's collection that is suitable for the brand
- Partner with VP of Design and Merchant team to collaborate on determining the direction, silhouette and details for the season through research and by implementing these ideas cohesively to create new designs
- Initiate Color & Concept Development for each season. Research current trends for inspiration, techniques and silhouette
- Create mood / inspiration boards
- Create flat sketches
- Present new direction & idea to the division team members
- Requesting fabric & trim development for new ideas, and follow up
- Participate in fittings, production & sales meetings
- Attend sales review, Costing review, Supply & Demand review to reflect retail reaction to design process to achieve higher margin & sales goals
- Market research: Contemporary & luxury brand boutiques & department stores, online retailers

NOV 2015 – JAN 2017 BOYNER BÜYÜK MAĞAZACILIK A.S. - FABRIKA / (TURKEY-ISTANBUL)

Design Manager for Women's and Men's Collections:

- Design and develop fashion collections for women's and men's
- Develop design schedules for team members
- Conceptualized, created, merchandised and developed seasonal collections for the mass markets
- Identified key prints and patterns, key proportions, fabrics and trims and fit directions
- Oversaw that every detail, from fabric and trim selection up to editing, is strictly examined to ensure perfect fit of garments and highest quality finished products
- Traveled overseas for line execution, fitting, oversaw hand feel and wash developments.
- In-house sampling, approved drapes
- Production and approvals

DEC 2013- NOV 2015 KML MAGAZACILIK-NORT SAILS & SCALPERS- FRANK NY / (TURKEY-ISTANBUL)

Creative Director-Consultant:

- Responsible for managing product development on women's and men's casual fashion for European customers- Scalpers & Silbon in Spain, Scotch& Soda, Pepe Jeans, North Sails.
- Design and develop of the Accessories adhering to brand positioning
- Present the company's seasonal collection
- Trend research and interpret them for individual customers, managing their expectations and needs
- Communicate with clients regularly, including regular traveling
- Manage the critical path and timelines ensuring on quality and on time production
- Manage a strong and creative design team

FEB 2013- DEC 2013 ORKA HOLDING- D'S DAMAT-TWEEN / (TURKEY-ISTANBUL) / (WWW.DSDAMAT.COM)

Menswear Design Manager:

- Lead a team of designers, assistant designers and graphic designers in collection development
- Specialized in Classic Suit line, Casual in Woven with Jersey, Knitwear and Beachwear for Men.
- Responsible for designing 920 pieces
- Presentation to the fashion buyers/ authorities
- Source and develop fabrics and trims as per customers' specifications
- Manage the critical path and timelines ensuring on quality and on time product

FEB 2010- FEB 2013 A&Y MARKA A.Ş- NETWORK- QUE / (TURKEY-ISTANBUL) / (WWW.NETWORK.COM.TR)

Womenswear Design Unit Manager:

- Responsible for creating and implementing a 550-600 piece women's collection in accordance with brand image
- Dividing the collection into individual groups according to mood, concept, colors, basics and garments groups
- Provide support to selection of the new fabrics from the direct supplier in hall Europe
- Analyze of the sample selection about the collection from the International Fair and suppliers
- Communicating with Buyers to develop current collection in line with previous bestsellers, key looks and color variations
- Presentation to the fashion buyers/ authorities
- Attending all major trade shows, trend seminars, travel for research and production
- Planning with styling for seasonal look books and campaign photo shoots

FEB 2009-FEB 2010 MUDO / (TURKEY-ISTANBUL) / (WWW.MUDO.COM.TR)

Womenswear and Menswear Senior Designer:

- Responsible for creating and implementing a 300-400 piece women's, men's and kids' collection in accordance with brand image
- Specialize in Woven and Knitwear menswear/ womenswear line
- Actively participate in weekly meetings in terms of marketing and design product development
- Provide supports to selection of the new fabrics from the direct supplier
- Presentation to the fashion buyers/ authorities
- Attending all major trade shows, trend seminars, travel for research and production

MAR 2008-FEB 2009 LTB LITTLE BIG/ ÇAK GROUP (TURKEY-ISTANBUL) /
(WWW.LTBJEANS.COM)

Menswear Designer:

- Responsible for creating and implementing a 350-400 piece men's collection in accordance with brand image, direction from head of Stylist (Raffaello Rivi from Enrico Coveri) and seasonal concepts
- Specialize in Knitwear and Jersey menswear line
- Managing personal workload from design process through to production stage including garment fittings, size sets and approving lab-dips
- Creating fashion graphics used for badges, patches and branding artwork
- Updating spec sheets according to first sample amendments and changes
- Supervision of one junior and graphic designer whilst managing own workload

JAN 2007- PRESENT EAK / (TURKEY-ISTANBUL-MILAN-ITALY) /
(WWW.EAKEDAAKPINAR.COM)

Founder and Consultant:

- Responsible for creating and implementing collection in accordance with brand image, direction from seasonal concepts and trends
- Create a new collection strategies and goals
- Prepare Collection range plan and commercial volume and Noos
- Planning with styling for seasonal look books and campaign photo shoots
- Handling of all prototype/ final fitting sessions, responsible for liaising with the pattern department on new design ideas
- Brand consulting; persona and visual look
- Training and coaching for brand DNA

JAN 2007-MAR 2008 NIKE (ITALY-MILAN) /
(WWW.NIKE.COM)

Creative Designer:

- Designing on the "Art & Football *Sports Workshop*"
- Responsible for the creative input on concept, colors, fabrications and silhouettes
- Create fashion trends to come for youngsters from 15 to 25 years old; the evolution of the idea of the football and of the sportswear in the next 10 years
- Drawing and collating all final designs, with colors and fabric coding
- Assembling mood, colors and fabric boards
- Attending the exhibitions about Final Show and Final Art Book

*JAN 2007 LA PERLA (ITALY-MILAN) /
(WWW.LAPERLA.COM) VISUAL MERCHANDISER*

Education & Qualifications:

2006-2008 Istituto Europeo di Design Milano Italia

Fashion and Textile Design 3 years, Diploma degree 91/100 with Honor Degree
Sufficient to pass 1st year class

2005-2006 IZMIR UNIVERSITY OF ECONOMICS FACULTY OF ART& DESIGN

Fashion Design Diploma, with Scholarship in Foundation Studies

2004-2005 IZMIR UNIVERSITY OF ECONOMICS- ENGLISH PREPARATORY PROGRAMME SATISFACTORY DEGREE: 74/100

Languages:

- **Mother tongue- Turkish. Advance level of English, Knowledge of Italian**

Achievements & Certifications:

- 2020-2021 London and Istanbul Landmark Worldwide ILP-promotion Leaders Program- Leadership Program Certificate
- Landmark Worldwide International Leadership Certificate in 2020 June Istanbul, London
- Psychology Literacy Certificate in 2019 Istanbul Psikoloji Okulu
- Landmark Worldwide Forum Certificate in 2019 September Istanbul
- The ICF Certificate (International Coach Federation) Professional Breath Coaching Programme in 2018 Simurg Izmir
- Understanding and reading Art and Art History in 2018 Mimar Sinan Fine and Art University e-course
- Participating in Camper& Friends Event with selected 26 artists (Henry Holland, Bostjan Vuga, Juergen Mayer H.) at Santralistanbul for creating a design element in 2013
- Attending the workshop Ima & Hussein Chalayan in response to the major retrospective taking place at Istanbul Modern Museum in 2010
- Selected out of 150 students for Istituto Europeo di Design press show at Graduate Fashion Week 2008 in Magazzini Generali Milano

REFERENCES:

Rosemary Wallin-Lecturer at Central St Martins in London

Anna Ceccon-Design Manger La Perla Italia

Prof Gulsum Baydar-Lecturer at University of faculty of Art& Design in Izmir

Arzu Kaprol- Art Director and Designer

INTEREST:

- Paragliding
- Scuba Diver
- Play the Cello