

DANIELA ERNST-ATAMAN

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■ CREATIVE LEADER: DESIGN | BRAND | PRODUCT ■

Fashion Executive | Creative Leader | Womenswear | International Experience

Consumer-focused **fashion executive with extensive years of international experience** and a successful track record, with an **exceptional background in womenswear**. Excellent understanding of all creative and commercial aspects of the global fashion business including 15+ years of experience in fast-paced organizations and deep know-how of the end-to-end process to improve and accelerate eCommerce. A **strong strategic & creative visionary**, eligible for refocussing brand DNA, and strong capability to connect creativity with commercial values to reach concrete targets. Profound expertise in translating the product DNA into brand communication and store environment. Experienced in creating collections with a focus on sustainability.

Collaborative leader, proven ability to manage big international design teams with a hands-on mentality, strong leadership skills, problem-solving attitude, and emphatic people skills.

CORE COMPETENCES

- Design Leader
- Strategic Creator
- Brand Visionary
- Process Optimizer
- Passionate about product & design, thrilled about fashion trends & colors
- Outstanding knowledge of global fashion markets & omnichannel business
- Strong understanding of omnichannel marketing strategies & e-com business
- Proven capabilities of change management with the focus on agile methodic

PROFESSIONAL EXPERTISE

ORSAY GmbH | Willstätt | Germany

Head of Design Womenswear

05/2020 – 07/2022

Responsible for re-shaping the Orsay collection in line with the renewed brand ID and focusing on consumer-oriented design while implementing a new design/work structure.

- Provided the strategic, creative direction for the global, omnichannel collection with the focus on re-branding
- Defined and drove the long term-vision and seasonal goals, pushed the modernization across all products & modules of ORSAY (650 stores in 35 markets; 500 Mio € Net Sales in 2019)
- Performed the business responsibility of the 3 ORSAY modules providing outfits & occasional looks ('Color Story', 'Business Looks', 'Party')
- Created inspirational seasonal/monthly concepts with a clear vision and a target consumer-related strategy – based on facts & figures – and communicated effectively to the design team and stakeholders
- Hired, formed, and led the international design team (16 headcounts), implemented new design processes, and launched the fast process with the maximum possible agility for trend capsules and products
- Oversaw, evaluated, and followed up the global omnichannel assortment
- Collaborated and worked effectively cross-functional with brand & marketing, market management, merchandise planning, visual merchandising, retail store management, sourcing & quality department

Selected Contribution:

- Successfully pushed the design & development process from a bestseller management-driven organization to a significant trend & design driven structure which resulted in visibly new handwriting, compelling global collections, and re-activated the younger target customer.

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Professional Experience continued...

FASHION EXECUTIVE CONSULTANT

09/2019 – 05/2020

- Trend & Brand Consulting: creative strategy | trend research, analysis & forecasting | concept building | market analysis & store check reports | brand strategy & brand image

O'STIN | Moscow | Russia

Head of Design Womenswear

01/2015 – 06/2019

Planned the strategic/creative vision for the internationalization of the brand to achieve competitiveness in a highly competitive market while developing clear design processes.

- Performed the creative responsibility for womenswear (48% of company revenue) of O'STIN (turnover US\$1 billion), the largest & most successful Russian vertical retailer with 730+ stores (RU, UKR, BLR, KAZ, CH)
- Introduced and implemented efficient design processes such as 'macro concept' and 'color management'
- Obtained significant impact on re-focusing the brand DNA with the focus on customer targets
- Created a new brand book and ensured a clear distinction & differentiation of the 3 womenswear lines
- Prepared the seasonal macro directions and monthly color/trend/product concepts
- Managed the development process of all women's product lines, coordinated the global product direction, and ensured the department meets the season critical path deadlines
- Coached, inspired, and motivated a design team of 20 product designers & graphic designer
- Interfaced effectively with visual merchandising, E-Commerce, brand communication & marketing department and prepared constant briefings and presentations
- Significantly influenced a modern visual language of all kinds of shootings (look book, campaigns, e-shop, etc.)

Selected Contribution:

- Implemented a clear design strategy with an international approach and positioned the collections internationally competitive which resulted in a double-digit sale plus for 2 years in a row (2016: +15%, 2017: +18%)

ESPRIT Design & Development GmbH | Ratingen | Germany

2010 – 2014

Head of Design Esprit Woman Casual (06/2012 – 06/2014)

Promoted to this leadership role with the primary responsibility to provide creative direction, ensure the handwriting of the brand DNA, and manage employees in all aspects of the product development process.

- Provided leadership and the creative & strategic vision for the global women's casual collection (ESPRIT's largest division with a turnover of approx. € 700 M/year and for all channels: Retail 40%, Wholesale 40%, Ecom 20%)
- Prepared the global half-year concept including concept building, range planning, color concept, and key items
- Conducted the seasonal fabric & finish development, color cards, and graphic/yarn directions
- Controlled the whole design process for the monthly collections with ensuring a consistent handwriting
- Supervised speed style management to ensure bestseller updates & fast trend coverage
- Oversaw a team of 25 international product designers & graphic designers
- Planned & presented during international collection presentations, sales meetings, and to senior management

Selected Contribution:

- Installation of change management to transform the brand into a vertically integrated business model while minding the ESPRIT product DNA and creative ID

Senior Designer Esprit Woman Casual (09/2010 - 05/2012)

- Executive team leader 'main womens' while designing 12 times a year the product class trousers aligned with the monthly creative direction, market trends, and commercial needs
- Supervised a small team of one junior designer and one assistant
- Researched trends and competitive brands/products and visited suppliers overseas

Selected Contribution:

- Achievement: turnover sales doubled within one year and increased the share of pants from 5% to 10% - based on innovative, upgraded fabric development, focus on details, and improved fits

ADDITIONAL EXPERIENCE

DESIGN | TRENDSOOUT | CONSULTING

Head of Design | VANILIA Fashion GmbH | Neuss | Germany

Trend Scout & Designer | ZAMIRA Fashion Ltd. | Hongkong | China

Creative Director | KYO MY FRIEND | Istanbul | Turkey

Fashion Scout | PRESIDENT FASHION | President Fashion Ltd. | Zürich | Switzerland

Product/Subdivision Manager | ESPRIT Design & Development GmbH | Ratingen | Germany

Senior Designer | ESPRIT Woman Casual | Esprit Design & Development GmbH | Ratingen | Germany

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Professional Experience continued...

EDUCATION

Faculty of Textile & Clothing Technology, Mönchengladbach, Germany – **Bachelor of Science: fashion/apparel design**

Technical School of Engineering, Cologne, Germany – **Degree: advanced technical college certificate – clothing, design & textile**

SOFTWARE

Adobe: InDesign | Photoshop | macOS | Quest PDM

MS: Office | Power Point

LANGUAGES

German: native | English: fluent

French: basic | Russian: basic