

CURRICULUM VITAE LEONTINE WAGENAAR

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Place and date of Birth: Haarlem, November 2nd, 1963
Nationality: Dutch
Marital Status: Married

WORKING EXPERIENCE

- 2007 - present **Spizes** Zandvoort, own company
- Concept and product development in fashion and (interior) design.
 - Analyzing and interpreting social trends relating to consumer needs.
 - Design & consultancy for fashion and interior design industry, graphic design and communication.
 - Working closely together with freelance designers. Sharing knowledge and experience for the perfect flavor. It's all a matter of taste.

Some recent assignments:

Mango's Beach Wear Zandvoort, T shirt collection.

CS Group Bennebroek, concept and product development women's knitwear brand IUNO.

Wehkamp Zwolle, cooperation with Bernard Prins, creative review commercials.

Be Connected Shanghai, Baby and kids retail concept. Disney (license) and private label collection.

Wink Accessories Eindhoven, temporary head of design accessories private label. Responsible for product development traveling to Far East.

Be One Drachten, concept development & product management private label women's wear retail store.

DAC Zandvoort, fund raising Dance Against Cancer festival on the beach.

Interstar Nieuw Vennep, private label company, women's wear knit collection spring summer 2009.

- 2003 - 2007: **Prénatal** Almere
Baby retail department-store chain
Full-time styling manager
- Brand strategy development
 - In charge of 4 designers
 - Translate social and consumer trends in to a Baby fashion and hardware collection
 - Responsible for the development of Baby fashion and hardware private label collection
 - Set up fabric sourcing in Far East

- 2001-2003: *Freelance*
- Marca Trading** (C&A) Brussels Belgium
Lady's department, fashion consultancy and graphic design.
- Vroom & Dreesmann** Amsterdam
Men's casual (Soho Street) department fashion consultancy and design.

Jomo International Holding Enschede

Part-time styling manager. Fashion consultancy for Children's and Lady's fashion which supplied larger department stores (C&A, Pimkie, Miss Etam, V&D, Ernstings).

Runtime (GEAC) Amsterdam, design software and pdm systems for fashion and hardware industry.

Design consultant in design software for fashion industry
Provided workshops for Canvas and Photoshop.

2000-2001:

Capstan Bay (C&A Europe) Amsterdam, Multi-brand concept stores for young fashion in Germany

Fulltime concept designer Men's fashion

- Interpreting social trends to young fashion
- Short term fashion trends for men's and women's wear
- Setting up the guidelines for visual merchandising

1999-2000:

Sanoma Publishers Hoofddorp

Fulltime fashion editor Margriet lifestyle magazine

- Devising and implementing fashion and human interests productions.

1988- 2001:

Freelance

Artemis Amsterdam, Fashion and interior design school Amsterdam
Teacher in trend forecast and media styling.

Marca Trading (C&A) Eindhoven

Children's and Men's department fashion consultancy and graphic design.

Development of Lady's and Men's sock collection (88-99).

Dutch Fashion Fair (MODAM) Amsterdam

Styling coordinator of trend shows, forums and photography (88-99).

Modint (branch organization) Amsterdam

Styling Holland Fashion Show Herren Modewoche and Interjeans.

Styling children's choir 'Holland Promotion' Kind und Jugend, Cologne (96-97).

John de Mol Producties Hilversum

Styling TV shows 'Super Model Of The Year', 'You are so beautiful!' and 'Miss Talent'.

1987- 1988:

Harvest International Amsterdam

Fulltime Designer

- Designer of Pointer Boys collection (ages 4 – 12).

1985- 1987:

Dutch Fashion Institute Amsterdam, Trend forecasting for fashion industry

Fulltime junior Consultant

- Responsible for children's fashion forecasts and color concepts.

EDUCATION

- Bachelors degree AMFI Amsterdam Fashion Institute, Academy Charles Montaigne, 1981-1984
- Negotiation Skills, Intercultural Business Improvement, 2001
- Make-up artistry, Dik Peeters make-up school Amsterdam, 1984-1985

SKILLS

People Manager, good Motivator, result driven, user of Canvas and Photoshop.

INTERESTS

Socialize, Travel, History, Arts, Scuba diving.