

Since 2009

## PRODUCT DESIGN

Development of household linen collections for French and European medium and large retail sectors. Forum and in-store merchandising design for *Isabelle Rodier Studio*.

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## CONSULTING AND INNOVATION

May-June 2011

*Alchimie*. Project manager.

Consulting and innovation for luxury cosmetics brands. Trends forecasting, product concepts. Product strategy and positioning.

Sept.-April 2011

*L'Oréal*, Direction of Innovation, Makeup department. Project manager.

Strategic analysis. Preparation & synthesis of consumers studies. Development and design of new product concepts produced in collaboration with the research department. Project development: « textiles and cosmetics », « color innovation for makeup », « Beauty and sensorial lips », « natural colors », « hybrids ».

Jan.-June 2010

*Sunberg / Al Karam Textile Mills Europe*. Internship brand manager.

A Study for the creation and launching of a new household linen brand. Market studies, consumer insights, brand platform.

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## AWARDS - EXHIBITIONS

August-Nov. 2010

*Biennale Di Venezia Architecture*. Venice. Italy.

2009-2010

*Label Observateur du Design 2010*. Cité des sciences et de l'industrie. Paris. France. International Design Award for the Labo-pull project.

2008

*Shibori Design Price*.

International exhibition of tie and dye's textile pieces.

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## EDUCATION

2008-2010

*SCIENCES-PO*. Paris.

Master's degree in Communication.

July 2009

*Seoul National University*. Summer school. Seoul, Korea.

2003-2008

*Ecole Nationale Supérieure des Arts Decoratifs*. Paris. France.

Master's degree in textile and material design. High honours.

2006-2007

*National Institut of Design*. Ahmedabad. India.

Study of recycled materials and traditional hand block printing and natural dyes techniques with craftsmen *Ismaël Kathri*, *Bishaka Shome*. Thesis on the recycling process linked to design and craft.

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## LANGUAGES

French. English (IELTS level 7).