



# Armèle Barbier

Fashion Design and Lifestyle Expert.

Design relevant products.

Excellent technical knowledge to develop products with different teams

📍 Paris, France

✓ Armèle is available **for hourly consulting only**

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## Links

 [LinkedIn](#)

## Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,  
Permanent Positions, Hourly Consulting

## Skills

Fashion (Advanced)

Apparel (Advanced)

Luxury Goods (Advanced)

Fashion Design (Advanced)

Textiles (Advanced)

Knitwear (Advanced)

Trend Forecasting (Advanced)

Denim (Advanced)

Styling (Advanced)

Trend Analysis (Advanced)

Art Direction (Advanced)

## About

Specialised in Menswear and Lifestyle products, i provide my talent and eyes to research , discern the needs of many brands for creativity , great designs to sell. I love designing collections with margins in minds  
I pay attention to the strategy of a brand and deliver  
Experienced in sourcing fabrics in Italy or at Premiere Vision in Paris . I have designed a lot of different kind of categories of products RTW, but also bags , eyewear, watches and Shoes.

I am curious, passionate and worked with international teams, diverse nationality and led the design department in Hong Kong  
French national , fluent in English

i learned in Asia, the extreme consumption of Luxury items and the added value needed to design luxury products, trends for affluent consumers

Beside Fashion, i am passionate about art, photography interior design by renovating houses.

### BRANDS WORKED WITH

Casa Fagliano

C.Group Limited

Issey Miyake

Shanghai Tang

Whk Holdings Co. Ltd

## Experience

### ● Fashion Designer . Advisory service for clients

| Jun 2018 - Now

MENSWEAR DESIGN . TAILORING AND CASUALS. LIFESTYLE OUTER-WEAR

Design Research and Themes mixing luxury with streetwear.

Freelance services from sketch to real products, either updating collections or bringing relevant ideas and strong collection plan, i find the missing pieces to grow, styling, innovations, trends reports.

Work directly with factories to develop samples. Full Tech packs  
Fabrics sourcing in Italy and french agents, optimising every processes of Fashion

Full categories of Products : Woven, knitwear, color range, accessories...  
I provide Unique designs.

My passion is constant research and Curiosity to be affluent  
see less

### ● Boots and Shoes Designer- freelance

Casa Fagliano | Jun 2018 - Jan 2019

Casa Fagliano is the best bespoke Polo Bootmaker

I designed and developed a coherent new range of Urban Boots and Slip-ons shoes "the Alpargatas " based on the DNA and strong know-how of Bespoke Polo boots in Argentina.

"Ready-made" in Mallorca, the collection is presented at Pitti Uomo since January 2019.

Available now to purchase at Lane Crawford Hong Kong, Bloomingdale's Miami, Level Shoes, Dubai  
see less



### ● Head Of Design- Men'S Rtw Collection

Shanghai Tang | Jul 2005 - Jul 2017

Head of Menswear Design Ready to Wear

I created modern wearable menswear collections that epitomise the "No Tie Attitude" that I have spearheaded and make the brand one that is wearable everyday and not just for special occasions.

My role involves every aspect of the design process from conception to manufacture, to lead the team and to provide an international level of Luxury for the chinese brand. I also study sales reports and design the next winners, offering great pieces for an international well-travelled

menswear (Advanced)

Tailoring (Advanced)

Leather

Trend (Advanced)

Analysis Reports (Advanced)

## Languages

French (Native)

English (Fluent)

clientele.

I changed the sourcing and updated it with valuable fabrics suppliers from Italy, Portugal and Turkey for modern feels and right retail pricing, worked on refining design details and trimmings and built a recognizable DNA for the brand.

Increased Menswear department sales six-fold.

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### ● Creative Director Knitwear

| Feb 2004 - Apr 2005

Launched my own Knitwear Label for Men and Women using 100% cashmere and Pima Cottons

"Made in China with an italian hand"

Oversaw every aspect of Design ideas, prototypes, production, image and Artistic direction

Collection purchased by Lane Crawford Hong Kong and Japanese Multi-brand stores. I learned every aspect of what is a start-up, designing saleable staples but also developing it closely with factories and buyers. Global

View and learnt short cut and agility in costing.

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### ● Head Designer Bags And Accessories

C.Group Limited | Apr 1998 - Jan 2004

C.Group was one of the 3 leading suppliers for the perfume and Cosmetics industry worldwide

I designed cosmetic pouches and bags for Dior Parfums, Lancome, Calvin Klein Cosmetics, Estee Lauder...

Ability to understand the clients need and create from a marketing brief

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### ● Head Designer ELLE DUTY FREE Apparel

C.Group Limited | Mar 1996 - Mar 1998

Designed and Developed all Apparel products for the license ELLE DUTY FREE Asia Pacific

Knitwear, Tee Shirts, Windbreakers and Sportswear

Repositioned the collection with a younger, trendier approach, increasing the sales. Sourced new factories in Asia instead of France in order to be competitive in pricing . successfully lowered the cost by 20% and sales by 30%

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### ● Knitwear Designer

Whk Holdings Co. Ltd | Oct 1988 - Feb 1996

1988-91 Sourced Yarns and Designed Knitwear items for Private Labels Japan market

1991-94 Follow- up and development of knitwear products for the European labels: Inscription by Sonia Rykiel, Jungle by Kenzo, Joseph, Et Vous...

Learned all technical aspects of Knitwear, yarn count and manufacturing and washing for best hand-feel. Made in China with Italian know-hows.

1994-95 Designed for Chickeeduck all boys items, wovens and tees including all embroidered artworks.

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### ● Assistant Designer / I.S

Issey Miyake | Apr 1987 - Apr 1988

Unique experience in Japan . I Assisted the designer Chisato Tsumori

I designed Cut & Sewn items and later Wovens

created graphics, seasonal graphics ideas, participated in the elaboration of the fashion shows creative ideas and themes.

### ● Assistant Designer PLANTATION

Issey Miyake | Apr 1986 - Apr 1987

Assisted the Chief designer Naoki Takizawa

Designed Cut & Sew items, shoes and bags

Assisted the textile designer on exclusive prints and yarn-dyed fabric developments

## Education & Training

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- 1985 - 1986 ● **Bunka Fashion Graduate University**  
3rd year, Fukuso-Ku
- 1983 - 1985 ● **Ecole de la Chambre Syndicale de la Couture Parisienne**  
Fashion Diploma, Paris, Diploma of Design