



# Abiola Adeniran

Fashion Designer

📍 London, UK

✔️ Abiola is **Available to work**

[Portfolio file](#)

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Hourly Consulting, Freelance Assignments

## Skills

Fashion Design (Advanced)

Creative Direction (Advanced)

Communication (Advanced)

Fabric Selection (Advanced)

Research Methods (Advanced)

Technical Illustration (Advanced)

Pattern Drafting (Intermediate)

Project Management (Advanced)

Team Leadership (Advanced)

Illustration (Advanced)

Trend Forecasting (Advanced)

## Languages

English (Native)

French (Basic)

Yoruba (Fluent)

## About

Creative Fashion Designer with diverse commercial experience in luxury and contemporary women's wear. Designed and produced exceptional collections featured in global publications, including CNN, Elle and Vogue. Led and engaged with multidisciplinary teams from conceptualisation to presentation of collections while aligning product development with seasonal direction, timelines, and customer insights. True digital native with experience using Adobe creative suite - receptive to new and emerging technologies and fashion design trends. Strong cultural awareness, multilingual skills and global mindset gained through a unique mix of international experience in fast-paced environments.

### BRANDS WORKED WITH

OYELEKE

ABIOLA OLUSOLA

Givenchy

LANVIN

DEFINED MOMENTS

BEAUTIQUE ONLINE

## Experience

### ● Fashion Designer

OYELEKE | Jan 2019 - Now

- Designed extensive gender-neutral collections aligned with brand ethos.
  - Created mood boards and tech packs using Adobe Illustrator, InDesign and Photoshop.
  - Utilised communication skills to articulate designs and concepts to audiences at all levels.
  - Researched themes, shapes and fabrics in accordance with project demands.
  - Sourced fabrics from Italy, Japan, South Korea and the United states.
- EARLY CAREER SUMMARY

### ● Creative Director/Owner

ABIOLA OLUSOLA | Jan 2017 - Now

- Gave clear creative direction to design and marketing team every season using mood boards, photography and effective communication to create the brands universe.
- Conceptualized, designed and developed cohesive seasonal collections utilising, hand drawing, procreate and Adobe CS
- Grew sales 300% between 2021-2022 by presenting and selling collections to global buyers most notably Selfridges and Moda Operandi.
- Informed merchandising plans by overseeing collection/colour research and trend forecasting, culminating in significant sales growth.
- Oversaw design and development process from start to final presentation.
- Managed fittings and communicated in detail all edits needed to the atelier
- Built a cohesive brand image and universe through look-books, ad campaigns and fashion films.
- Prepared and presented line sheets, look books, sales pitches and presentations for buyers and investors.
- Attended and presented at international Showrooms, trade shows and runway shows.
- Created technical drawings and tech packs by hand, using Adobe Illustrator and InDesign
- Sourced ethical and sustainable fabrics from suppliers around the Globe.
- Determined costing and set pricing for all products, created line sheets for international buyers.
- Developed prints and new fabrics every season, working closely with Artisans and under represented creative communities

### ● Fashion Designer

| Jan 2017 - Jan 2019

- Designed and developed collections in collaboration with the textile design team.
- Worked on a design project in collaboration with City of Joy, DRC to empower victims of sexual war crimes by designing clothing and prints, all profits went to the victims
- Presented collections through various creative mediums: runway, look books, fashion film and presentations.
- Worked closed and presented ideas to CEO and stakeholders



- **Studio Intern (Menswear)**

Givenchy | Jan 2015 - Jan 2015



- **Showroom Intern**

LANVIN | Jan 2014 - Jan 2014

- **Design intern**

DEFINED MOMENTS | Jan 2014 - Jan 2014

- **Buyer**

BEAUTIQUE ONLINE | Jan 2011 - Jan 2012

## Education & Training

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2012 - 2015 ● **Istituto Marangoni**

Bachelor of Arts,

2011 ● **London College of Fashion**

Fashion Design and Draping Certificate,

2006 - 2010 ● **University of Lagos**

Bachelor of Arts,