



Julie Pont

Fashion & Creative Director /
Trendforecasting, Design,
Fashiontech, Data

Paris, France

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Links

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Languages

French (Native)

English (Fluent)

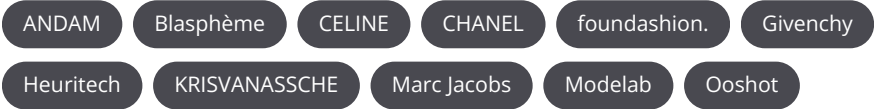
Spanish (Basic)

Italian (Basic)

About

As a highly skilled and driven Fashion & Creative Director, I merge fashion, creativity, and technology to drive both creative and business-oriented projects. I founded several fashion-related projects, showcasing my creativity in developing innovative strategies, and worked with prestigious brands, further demonstrating my extensive industry experience. My goal is to express all facets of my expertise to develop innovative collections, businesses, and concepts.

BRANDS WORKED WITH



Experience



● Fashion & Creative Director

Heuritech | May 2020 - Now

- Head of Fashion Team - Trends & Cultural researches, Data Analysis, Fashion Content
- Head of Creative Team - Branding, Artistic Direction, UI UX Design
- Company Partnerships



● Fashion & Branding advisor

Heuritech | Sep 2019 - Apr 2020

- Redesign of the visual and editorial identity
- Implementation of the PR and network partnership strategy
- Audit of product architecture for SAAS platforms

● Fashion Curator

Blasphème | Jun 2019 -

Sitting at the intersection of arts, media and influence, Blasphème brings together people in order to change the creative value chain.

● Project Assistant

ANDAM | Apr 2019 - Sep 2019

- Project coordination
- Innovation Committee expert

● Founder & Curator

foundashion. | Feb 2019 -

● Co-founder, Creative Director

Modelab | Mar 2017 - Mar 2019

Le magazine Modelab interroge la mode et l'ensemble de son rapport à la société. Spécialisé dans l'innovation dans la mode, Modelab met en lumière de jeunes designers aux propositions étonnantes, bouscule les codes, questionne les tendances et révèle le réel impact sociétal, anthropologique et historique d'une mode souvent confinée au commentaire factuel. Média 100% indépendant, collaboratif et créatif, cet objet hybride a plusieurs visages : un magazine papier trimestriel & un site éditorial.

- Direction éditoriale : veille innovation, prospection, scouting créateurs, rédaction d'articles et des newsletters
- Direction artistique : refonte de l'identité visuelle, organisation des canaux de communication, réalisation de shootings éditoriaux, graphisme, mise en page et impression du magazine papier.
- Organisation de tables rondes et prise de parole en conférences : Fashiontech Days, Who's Next, Les Mines ParisTech, Atelier Néerlandais

Voir moins



● **Account Manager Fashion & Luxury**

Ooshot | Sep 2016 - Feb 2017



● **Assistante Studio Pré Collection**

Givenchy | Apr 2016 - Sep 2016



● **Styliste Photo**

CHANEL | Mar 2016 - Mar 2016



● **Styliste Showroom**

Marc Jacobs | Jan 2016 - Mar 2016



● **Styliste Showroom**

CELINE | Sep 2015 - Nov 2015



● **Photo Stylist**

CHANEL | Jul 2015 - Jul 2015



● **Assistante coordination défilé/studio**

Givenchy | Mar 2015 - Jul 2015

● **Assistante Chef de Produit/ Assistante Studio**

KRISVANASSCHE | Aug 2014 - Feb 2015

Education & Training

2013 - 2014 ● **Institut Français de la Mode**
Postgraduate Management Mode Design Luxe,

2012 - 2013 ● **Université Paris-Sorbonne INHA**
Master 2 recherche,

2011 - 2012 ● **Université Paris-Sorbonne INHA**
Master 1 recherche,

2010 - 2012 ● **Ecole du Louvre**
1er cycle,

2010 - 2011 ● **Université Paris 1 Panthéon-Sorbonne**
Licence Archéologie et Histoire de l'art,

2008 - 2010 ● **Montaigne (Bordeaux)**
Classe Préparatoire aux Grandes Écoles,