



Serena Haller

Creative / Concept / Designer

Paris, France

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Languages

Portuguese (Basic)

Spanish (Fluent)

French (Fluent)

English (Native)

Italian (Fluent)

About

Creative working in the industry for over 10 years with a specific focus on Accessory design specializing in Footwear. Extensive experience in high end development in Italy as well as China, Portugal and Brazil. Fluent in English, French, Spanish and Italian.

BRANDS WORKED WITH

CARVEN PARIS

Derek Lam

HELMUT LANG

KARL LAGERFELD

KENZO

Loeffler Randall

Experience

CREATIVE CONCEPT / DESIGNER

| Mar 2015 - Now

Design as well as concept and technical development for various high end fashion companies.

HEAD DESIGNER MENS AND WOMENS FOOTWEAR

CARVEN PARIS | Sep 2014 - Mar 2015

Research and development of concept, leathers, textiles, components, forms and heels. Design and technical specifications, development of styles in Portuguese factories.

WOMENS FOOTWEAR DESIGNER

KENZO | Mar 2013 - Jul 2014

Designed women's pre-collections as well as commercial styles for main collection. Developed collection in Italy, China and Portugal.

HEAD DESIGNER FOOTWEAR

Loeffler Randall | Apr 2010 - Feb 2013

Responsible for design, concept and technical development for entire shoe collection. Designed shoes for Suno runway collaboration collection.

WOMENS FOOTWEAR DESIGNER

Derek Lam | Oct 2006 - Apr 2010

Designed Women's accessory collection for both Derek Lam collection as well as design level collection for Tod's where Mr. Lam served as creative director. Development in Italy.

ASSISTANT DESIGNER WOMENS READY TO WEAR/ FOOTWEAR

KARL LAGERFELD | Jun 2005 - Aug 2006

Helped establish women's ready to wear collection from inception. Responsible for design of women's runway collection shoes.

ASSISTANT ACCESSORY DESIGNER WOMENS, MENS

HELMUT LANG | Jan 2003 - Mar 2005

Assisted in all aspects of design for both men's and women's accessory design including design and development of many collection styles.



Education & Training

1998 - 2003 ● Parsons School of Design
Bachelor of Fine Arts, FASHION DESIGN