



Aurora Vilaboa

Creative Director Bimba y Lola

📍 Greater Barcelona Metropolitan Area, ES

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About

I am a Fashion and Accessories designer with more than 20 years of experience both in International and own brand projects. For the last 10 years I have been the Creative Director at Bimba & Lola, leading the Design Team in coordination with key company departments. I love my work and I am passionate about Fashion. My professional profile is defined by a great versatility, work capacity, love for my profession and determination to obtain quality results. Due to my trend forecasting and sector knowledge skills, I have the ability to swiftly align the product & client needs for each and every brand, both on an in-house and external consultant capacities as Fashion Consultant.

As a collection coordinator, my experience spans from product design & management to communication, production and sales overseeing. When required I am able to update a product or brand look, creating cohesive collections that will infuse a stronger identity whilst keeping up with market trends.

On a more personal level Fashion, Culture, Art and Music are at the core of my interests. Traveling is my passion and I am an avid collector of vintage clothing and objects.

I also design small clothing and accessories collections in my own time, which gives me room for conceptual experimentation and enriches my general design process.

www.auroravilaboa.com

Aurora

BRANDS WORKED WITH

Aurora Vilaboa

Aurora Vilaboa

bimba & lola

CIDIT

MANGO

Prenatal, Springfield, Zara

Thomas Burberry

University Barcelona

ZARA

Experience

● Lecturing

University Barcelona | Sep 2018 - Apr 2023

Lecturing - Present

Drawing on my years of experience as a creative Director and Designer, I have taught in the following prestigious Fashion Colleges.

Creative Direction in the Postgraduate Fashion Management at the IDEP school, Barcelona.

Master Class in Creative Direction and Jewelry Workshop at the CENTRO Fashion School, CDMX

● Creative Director

bimba & lola | Aug 2012 - Jan 2022

Bimba y Lola:

Creative Director

2012-2022

Trend and Market research, collection conceptualization and providing key products in every range for the design team to develop. Creation of seasonal mood boards with key inspiring images and texts that inform all the company channels, along with the seasonal color palette, fabric and relevant materials.

Campaign and look book conceptualization in collaboration with the art department.

Coordination of all collaborations with Artists, Designers and other brands.

Director of Prints and Scarves: Developing all patterns with the design team, these were strategically used across the Art Department, Social Media, Interiors and Window Dressing.

Inspiration shopping trips and competitors round up for all departments, including regular visits to vintage studios both for the Print & Pattern and Apparel departments.

Suppliers follow-up and production samples approval.

Attending International Fairs and ongoing inspiration & research trips

including NY, LA, London, Paris, Italy, Northern Europe, Japan, Korea and Hong Kong amongst others.



● Design Director Accessories Department

MANGO | Apr 2008 - Sep 2011

Design Director, Accessories Department
2008-2011

Trend Research both attending international trips

(LA, NY, Paris, London) and inspiration shopping. -

Collection conceptualization, product design and technical forms development.

Product development with international suppliers (China, India, Turkey, Italy, Spain).

Working closely with Apparel and Knit Director Departments in order to coordinate the Accessories Collections.

Design of fashion show bespoke collections in collaboration with international stylists.

Coordination of capsule collections and external collaborations with brands & artists.

Involved

in the product selection and development for the stores in collaboration with the Creative Director and Buying Managers.

● Own Projects

Aurora Vilaboa | Jan 2008 - Jan 2023

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Projects- Present

Own Jewelry Brand - Dorigato and GC. www.auroravilaboa.com

Own Apparel Collections @dorigato

Collaboration with brands: El Delgado Buil and Poti Poti.



● Head of Accessories Collections: Woman and Basic.

ZARA | Apr 2006 - Mar 2008

Head of Design accessories collections, WOMAN and BASIC lines.

2006-2008

Accessories

Collection conceptualization, planning and design in coordination with the Apparel and Knitwear departments.

Conceptual mood boards development and color & materials selection.

Frequent product development visits to suppliers in China, India and Spain.

Inspirational trips to LA, NY, Paris and London amongst others.

Fully involved in the complete product creation process, from product definition to final product selection for the stores with the Design Director.

● Senior Accessories Designer

bimba & lola | Feb 2005 - Apr 2006

Senior Designer.

2005-2006

Bimba y Lola was created in 2005 and I was part of its founding team.

Key role in the company growth - 41 new stores

opened in 1 year with a 7 employees team -

with a hands-on approach to the project.

My work responsibilities included product & brand concept, implementing a new supply chain and the store's creative direction.

Designer of all Accessories ranges including bags, shoes, costume jewelry, belts, hats, gloves, scarves and sunglasses.

Involvement in all the creative sides of the business, including the launch of the first Apparel Collec-

tion.

Ongoing inspiration and product development trips to Asia.

● Design Manager

Thomas Burberry | Feb 2003 - Jan 2005

Thomas Burberry

Design manager.

2003-2005

Designer for the Accessories, Prints, Swimwear and Outer Apparel both for womenswear and menswear collections.

Working directly with Creative Director Christopher Bailey and Director Alison Buddenhagen in developing the young customer range.

Involved both in the entire creative process and in the store product selection.

● Stylist Assistant

Prenatal, Springfield, Zara | Sep 2002 - Jan 2003

Assistant Stylist for international campaigns including Zara, Prenatal and Springfield.

Styling led by Oscar Visitación, Daniel Riera and Jaume de la Iguana. September 2002-January 2003.

● Coolhunter and Creative Editor

CIDIT | Nov 2000 - Sep 2002

Creative Editor of trend books and cool hunter at CIDIT.

November 2000- September

2002

Responsible for fabric selection, color palettes and assessing key design lines.

Generation of specialized trend books - weaving, knitting and spinning both for womenswear, menswear and kidswear.

Attending International key textile fairs along with inspirational trips and visits to factories in order to find and communicate innovation.

Bespoke consultancies for brands.

Editor of a monthly trend magazine in collaboration with the in house team.

Education & Training

1999 - 2002 ● Southompton University and Winchester School of Art (U.K.), and Ramón Llull University (Barcelona).

Double degree: "BA with Honours in Fashion ",

1994 - 1998 ● Universidades de Vigo y Santiago de Compostela

Licenciatura,