



## PROFILE

I am originally a fashion designer, born, raised and trained in Barcelona. Since 2008 I have worked in several Fashion companies: notably Custo and Oysho in Europe, and subsequently multiple fashion startups in the SF Bay Area. The MFA in merchandising that I completed in 2016 has been a valuable supplement to my background in design.

## CONTACT



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## EXPERTISE

Lingerie Design & Fabrication  
Technical Product Development  
Intimate Apparel Textiles  
Technical Drawing  
Trend Analysis & Forecasting  
Sewing & Draping

# MARINA SOLÉ

LINGERIE DESIGNER

## EDUCATION

### Master of Fine Arts – Fashion Merchandising

*Academy of Art University (San Francisco, CA) | 2012 – 2016*

Relevant Coursework: Trend Analysis & Product Development, Digital Marketing & Financial Competitive Strategy, Fashion Design, E-commerce and Product Sourcing.

### Bachelor of Fine Arts – Fashion Design

*Escola Superior de Disseny, La Llotja (Barcelona, Spain) | 2005 – 2009*

Relevant Coursework: Technology of Fabrics & Textiles, Planning and Forecasting in the Apparel Industry, Fashion Design, Pattern Making and Digital Pattern Design.

## PROFESSIONAL EXPERIENCE

### Product Manager

*Tourance Inc. (San Francisco, CA) | September 2015 – Present*

[www.tourance.com](http://www.tourance.com)

Tourance.com is an E-commerce Retailer that offers high quality and luxurious surroundings for the home. All products are made in San Francisco.

- Manage full lifecycle of all products. This entails the lead role in sourcing materials, overseeing manufacturing / labor, tracking inventory, executing orders.
- Assist with product development and build assortments with data driven mind-set.
- Leverage web analytics to improve company performance by refining customer interactions with site content.
- Drive promotional activity in products, brand and organization.
  - Example: My efforts directly led to our selection in Orpah's Favorite Things 2015.

### Fashion Product Developer Intern

*440 Brannan Studio (San Francisco, CA) | June 2015 – September 2015*

[www.440brannan.com](http://www.440brannan.com)

440 Brannan is directed by the Brannan Studio designer team. They offer tailored seasonal menswear collections; designed, cut and sewn on the floor space.

- Handmade garment fabrication: tracing patterns, cutting, industrial sewing, screen printing and design creation.

### Lingerie Designer

*Oysho, Inditex Group (Barcelona Area, Spain) | February 2010 – August 2011*

[www.oysho.com](http://www.oysho.com)

Founded in 2001, Oysho is a leading European manufacturer in lingerie, sportswear and swimwear, with a footprint of approximately 650 stores across 45 countries.

- One of three principals responsible for creative direction, design, development and sourcing of all seasonal collections in 2010/2011 under the Oysho label in Lingerie, Leisurewear and Swimwear.

## COMPUTER SKILLS

### Adobe Photoshop



### Adobe Illustrator



### Adobe InDesign



### Adobe Premiere



### Microsoft Office



## PERSONAL SKILLS

Collage & Painting

Art History Theory

Silk Painting

Natural Dyeing

Mood Board Creation

Photography & Editing

## INTERESTS

### Art and Design Exhibits

Contemporary:

Surrealism, Modernism,  
Expressionism, Dadaism

### Fashion Follower

Trends & Theories exposed in  
Modern Media that are  
influencing this generation.

[www.BoF.com](http://www.BoF.com)

## LANGUAGES

### ENGLISH

Fluent

### SPANISH & CATALAN

First Language

### FRENCH

Advanced

- Organize and plan various seasonal collections with the financial team, optimizing around design, strategic opportunities and supplier lead times within prescribed corporate goals and budgeting constraints.
  - Example: Spearheaded the Microfiber Basics Lingerie Line, which pushed the boundaries of fabric, design, color and shape (February – June 2011).
- Interpret data and analytics in order to reshape strategy for ongoing collections.
- Create detailed Technical Packs (“Tech Packs”) according to own design using Illustrator, Photoshop and Microsoft Excel.
- Collaborate with the Graphic Design department for the creation of new positional prints and graphic textiles.

### Digital Pattern Construction Intern

*Custo Barcelona (Barcelona Area, Spain) | January – September 2008*

[www.custo.com](http://www.custo.com)

Founded in 1981, Custo is a high fashion Catalan brand specializing in apparel with hand-crafted patterns for men and women. Custo is now present in 40+ countries.

- Support technical department by developing digital patterns for apparel designs, which were ultimately constructed during the winter collection of 2009-2010.
  - Utilize software systems as Lectra CAD and Investronica for digital designs.
- Support quality department: verify the sampling, mock ups and lab dips, and ensure that findings are incorporated into manufacturing process.

### Freelance & Collaborations

- Wedding Dress Design & Creation – Personal Inquiry – 2017
- Leslie Foley Collection – Tech Pack Creation – 2015
- Fashion Stylist for Academy of Art – 3 Projects Vanessa Karel – 2012, 2015, 2016  
[www.vanessakarelphotography.com](http://www.vanessakarelphotography.com)

## SOCIAL



MARYNAEME



Maryna Eme



Marina M. Sole

PORTFOLIO: [Coroflot.com/Marynaeme](http://Coroflot.com/Marynaeme)

PERSONAL BLOG: [todaysmemories-trifica.com](http://todaysmemories-trifica.com)

References are available upon request