

Lais Hermann Mendes

DENIM DESIGNER

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PROFILE SUMMARY

I am a proactive, communicative and organized person. I believe that innovation, team work and perseverance are essential in any journey and are determining factors of success.

I work with denim (Women's and Men's collection) since 2012 and I really love this blue universe.

SPECIALIZATIONS

My years of work made me a specialist in the denim world: fabric, washes, effects and trims.

But more than that, this multi-faceted industry made me an expert in translations: from the client to the finishing, talking with different kinds of people and assuring that we are all aligned for a final product.

SKILLS & COMPETENCIES

- Advanced English
- Trends Research and Analysis
- Women and Men's denim develop
- Technical Drawing (Adobe Illustrator, Corel Draw)
- Basic Knowledge of Photoshop

WORK EXPERIENCE

SENIOR DENIM DESIGNER

Deliz Fashion Group, 2012-Present

- Trends Research and Analysis
- Develop of trims, embroidery, and other details
- Definitions of fabric and colors
- Develop of the Women and Men's denim collection for a B2B client (department store - HAVAN)
- Develop of the Men's denim collection for the main brand of the company (DLZ)

I started at Deliz in 2012 as a designer assistant and I had the opportunity to work in so many projects and teams that lead me to the position I work now.

Our summer collection for a Department Store doubled the volume we sold last year! And now I have the opportunity to work with a great team to make the main brand of the company grow even more.

ACADEMIC BACKGROUND

MBA DIGITAL BUSINESS

USP - University of the State of Sao Paulo, Ongoing

POST-GRADUATED IN FASHION: MANAGEMENT & MKT

SENAI/SC , 2012-2014

BACHELOR IN FASHION DESIGN

UDESC - University of the State of Santa Catarina, 2008-2012

- SCMC Participant with the company: Oceano
- Project Consultant, Vice-President and President of the junior company: Inventário
- Monitor of the Digital Drawing Class
- Mounting of Exposures and Runaway Shows