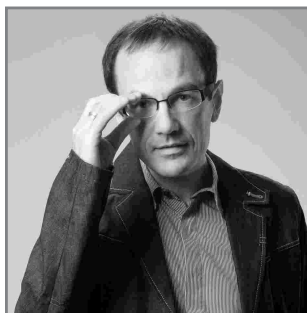
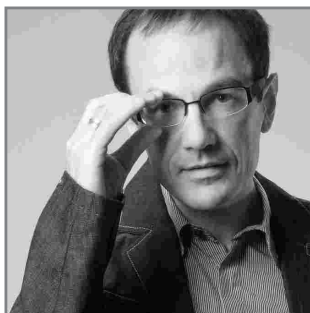
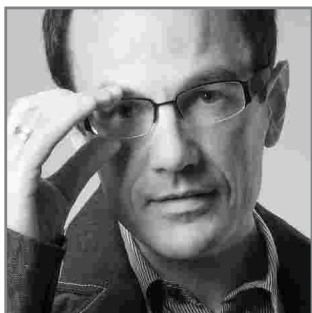


laurent laigat design & product coordinator



living in barcelona /
sydney darlinghurst
contact

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www.laurentlaigat.com
info@laurentlaigat.com

Many years of experience in coordination of textile collections, in positions of product manager, design director and creative coordinator of design team, in several sectors like **outdoor, skiwear, underwear, homewear, denim, urbanwear, sportswear ...**

Specialist of the whole **cycle of design and product development**, and also **Licensing strategy**

Attentive to find the good structure or "plan of collection " to obtain balance, profitability and a good "reading" of the range...

Convinced that the design and the style are essential elements which bring benefits of the brand strategy...

You can visit too www.laurentlaigat.com my personal website created in order you have a global and rapid & visual vision of my **professional background**

experience

FREE LANCE : 2009 Consulting in licensing strategy for client specialize in Underwear & lingerie- and too Stationary

Design&Product development

- Outdoor winter 2009 / 2010 and Outdoor 2010 collections + following development in Asia
- Bike wear: New brand: design and following development in Portugal
- Back Pack : design and following development in Vietnam

Teacher IED (European Institut od design) & FdModa Barcelona: www.fdmoda.es – Contributor for the class: Licensing & strategy- Master Marketing & communication

2008 Teacher I.E.D Barcelona: www.ied.es – Contributor for the class: "d2process of license"d3 – Third year of fashion marketing.

Creative consulting for DipTic Group Barcelona

PRECISPORT : Barcelona - Spain specialised in licensing for Formula 1 and Moto GP as well as for Soccer (Ferrari - Harley Davidson - F. Alonso - Valentino Rossi - D.Pedrosa - Football Spanish Selection, ...) www.paddockline.com

Direct sale through racing circuits, own retail chain « Paddock Line », department stores and sport shop

Goal

January 2005 - November 2008. design director :

to restructure both the design position and the creation Dept : the Dept's headcount grew from 3 to 10 - both variable and flexible depending on the number of projects.

to find new ways both internal and external in order to meet a quick and suitable bid: business growth since 2004: the revenue grew from 5 to 22 millions € within 2 years, while the global staff grew from 25 to 140.

To develop the specifics collections for special license: Medcup, Abarth, Yamaha VR, ... etc

Creation of the key factor design for his own brand, "Daring" Urban racewear and "idols by Daring" : sport mode collection of Jean's & T-shirts.

Since beginning 2007: find a new positioning and a new image for the **FERRARI** license (Worldwide Sub-Licence of Puma for the merchandising range).

desde 2008. creative coordinator: dar los inputs creativos al conjunto de las colecciones y proyectos.

TEXTIL IMPEX : Mataró (Barcelona) - Spain
Specialised in sportswear (cheap & fashion) - Sale through small shops or whole sale

Goal

06.2004 - 12. 2004 senior product manager :

Responsible of the design and development team: 5 persons .

Comercial Jacinto. PARERA S.A : Barcelone – Spain
Specialised in underwear, swimwear, lingerie and nightwear -
Sale through specialised retail shop and own retail chain “Love Store”

06. 2001 - 06.2004 senior product manager :
Goals: Creation and development of Homewear and lingerie range
In charge of price negotiation with suppliers located in Spain, Turkey, Portugal and India and price margin
Creation and development of the underwear range :“MAD, loco por dentro” (“MAD mad from the inner”) and seamless “MAD Innova”
New repositioning to a youth audience: change within the style and the product range and packaging
Started his own production in Tunisia for the line of basic underwear collection.

M.D.C : Valence - France
Outdoor and women sportswear manufacturer <http://www.groupe-mdc.com/>

09. 1993 - 09.2000 Product director :
Goals: - Creation and fashion design of the most technical ski pants and jackets range;
- Stylists team coordination: 4 permanents, 2 free lance;
- Responsible of the development of all technical or sportswear range;
- Product planning as well as prices negotiation for both material and production: direct production from Maghreb, fashioned products from Portugal or India) ;
- Direct management of key accounts as well as adjustment of « made to measure » ranges (Carrefour, Décathlon, Forum España, Le Vieux Campeur...).
Brands: Specialised retail **EPICEA** (women sportswear) – **CIMALP** (outdoor). Superstore **MONTVAL** (ski, running, outdoor)
Achievements: 1993 Revenue breakdown: 80% Superstore - 20% Specialised retail 7 years later the breakdown became 20% Superstore 80% Specialised retail, due to the retail concentration and the closing of some retail brands.

FREE - LANCE Designer

1992 - 1993 DERIK skiwear Annecy, France - **STUDIO GABLE CLOTHING**
Londres UK - **PAMACO** Paris, France

S.I.D : Weil Besançon group - France - DEGRE 7 technical Skiwear:

Goals: **1989 - 1992 asistant** : designer of the polar range, glove range and luggage for skiing

teacher

I.E.D barcelona - Spain: www.ied.es
2008 teacher collaborator in the third year of fashion marketing –
Contributor for the class: process of license

Fd.moda barcelona - Spain : www.fdmoda.com
2008 special collaboration : master of managing direction in fashion's company
Contributor for the class: range plan in sport clothes collection -

Esmod lyon - France : www.esmod.com
1999 - 2000 fashion's marketing teacher :
fashion's marketing teacher for first and second level – 4 hours by week -

ba

I.F.M : Fashion French Institute, Superior Cycle for Fashion jobs management – Paris, France. <http://www.ifm-paris.com/>

CHAMBER OF COMMERCE : Management dedicated to Fashion Diploma - Nîmes, France.<http://www.nimes.cci.fr/>

B. T.S : International Trade – Grenoble, France.

LANGUAGES

FRENCH: mother tongue. - *SPANISH:* *bilingual* - *ENGLISH:* professional practise - *CATALÁN:* good understanding.