

# Veronique Drapeau

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Senior, multi-skilled designer with international experience (North America, Europe and extensive experience working with factories in Asia). A clear love and understanding of global trends and the ability to adapt the latter to the more mainstream as well as mass market clientele. Always ensuring commercial viability without the loss of brand integrity. Thriving in a fast paced environment, Veronique is also known for her team spirit and excellent management skills. She is highly adaptable to any environment and always welcomes a new challenge.

## Professional Experience

### **Head Designer / Coconut Grove Intimates, Maidenform Sleepwear / North America**

2015 – 2016

#### **Achievements**

Worked with Vice-President and Senior staff to establish brand direction and logistics for new Maidenform sleepwear brand. Implemented and put into practice a brand new design department in the Toronto Head Office. Designed, developed and presented initial sleepwear collections to corporate HQ, ensuring that all designs/collections/prints remain brand-right and true to the Maidenform clientele. Also presented during Market Weeks in New York to various buyers / clients (namely Nordstrom, Macy's etc). Trained junior staff from the ground up and implemented new structure and standards to ensure the proper function of department whilst senior staff is away.

### **Head Designer / Montelle Intimates & Private Label, Fleur't lingerie / North America**

2014 – 2015

#### **Achievements**

Lead a team of designers, pattern makers, seamstresses and fit technicians in order to achieve the best fit, look, styling for the Montelle customer. Design and develop entire collections for our Montelle line as well as private label clients. Travel the world in search for trends and new innovations to bring back to the group in order to continue to be fresh and relevant. Collaborate with the marketing team to ensure that our brands are well represented. Constantly sourcing for new fabrications in collaboration with our factories both in China and the Philippines in order to achieve better price points without compromising on quality. Also creatively direct all photoshoots and design all catalogues for the Montelle brand.

## **Senior Designer / Freelance / Europe and North America**

2012 – Present

**Terra Nostra, Boutiques Marie-Claire** (denim and wovens 2014)

**Topshop, Arcadia Group** (denim contract 2012)

**Primark, UK** (Accessories 2012)

### **Achievements**

Design, create and modify garments and accessories for made-to-measure clients all over Europe (mainly in London, UK) and North America. Garments include evening gowns, casual wear, street couture, Accessories and costumes.

## **Senior Accessory and Jewelry Designer/ Bijoux Caroline Neron / Montreal, Canada**

2013 – 2014

International Jewelry and multi-product company with over 300 employees. Designs, produces and markets high end as well as mid-range fashion jewelry and accessories. Caroline Neron operates 25 stores globally and has many other clients namely, Galleries Lafayette (Paris, France).

### **Achievements**

Design, develop and direct, from research and development to production stages, various jewellery items (including men's jewellery), handbags and jewelry collections each season.

Designed and introduced an entire new line of handbags as a new product for the company (in stores Fall 2014) as well as multi-products for the company's private label division.

Other tasks include communicating with suppliers, factories and manufacturers around the world on a daily basis, as well as Swarovski, in order to ensure quality standards (such as plating, finish, color) and deadlines are met. Design new casting moulds and montage pieces in order to constantly offer new innovations, which the Caroline Neron customer has grown to expect.

## **Denim Designer / Groupe Dynamite / Montreal, Canada**

2004 – 2010

An international fashion apparel company with over 4,000 employees. Designs, produces and markets one of the most recognizable brands in Canada. Operates over 300 stores globally.

### **Achievements**

Worked closely with the Design Director and buying team to design and develop entire new denim and casual wear collections each month.

Travel regularly all over the world (mainly Europe) for trend research and inspiration. Travel very extensively to Asia to work directly with wash masters and factories to ensure perfect denim treatment and garment fits to be delivered on time. Also visited new factories to ensure that they meet our requirements both in terms of quality control as well as aesthetics. .

### **Costume Designer / Opera in Space / London, UK**

2010 – 2011

Opera in Space is a London (UK) based Opera dedicated to providing quality opera in unusual and beautiful venues. They create a site-responsive, immersive experience for the audience and perform all over Europe.

### **Achievements**

Designed and constructed costumes for an opera rendition of the play “Semele” which toured numerous venues in London, Berlin and across the UK.

### **Social Media and New Creative Business Director - City Designer / City Dressing / worldwide**

Feb 2012 – Feb 2013

Pan-European firm providing integrated city dressing and design services.

### **Achievements**

Acquired new clients across France by locating and researching towns that had more than five shops empty on their high street. Directed PR efforts using previous projects in local press and cold contacting councils.

Collaborated and consulted with council and mayor’s offices as well as property owners to generate funding for dressing projects.

Managed entire accounts and creatively directed all French projects, including updating and increasing social media volume on a daily basis. Organized media events to promote Virtual Retail concept to new communities and companies.

Developed, designed shop front concepts / artworks to present to councils across Europe and online.

Helped Managing Director launch a new dressing concept (Virtual Retail).

## **Creative Account Manager / Henry Holland for PRETTY POLLY / London, UK**

2011 - 2012

### **Achievements**

Merchandised entire store for the duration of the contract. Managed a team of sales associates, ensuring the smooth running, including being responsible for the monies for the pop up shop and promotional events with the designer and sponsors. Liaised back to Head Office regarding progress, financial success and any other issues on site.

### **Other Achievements**

Designed the new official costume for the National Acadian Choir: "Les Jeunes Chanteurs D'Acadie".

Designed, developed and produced a womenswear collection for "Meet the Designers" fashion show. Was interviewed by Food and Fashion Show – featured on fashion Television, Canada.

Designed, developed and produced a womenswear collection for "Welcome to my World" fashion show which was also shown at L'Assomoir venue (Montreal, Qc).

### **Education**

#### **Associate Degree in Fashion (2002 – 2004)**

La Salle College – Montreal, [www.collegelasalle.com](http://www.collegelasalle.com)

#### **Bachelor's degree in Creative Writing (1998 – 2002)**

Concordia University – Montreal, [www.concordia.ca](http://www.concordia.ca)

#### **Summer Creative Writing program (2000)**

Cambridge University – Cambridge, [www.cam.ac.uk](http://www.cam.ac.uk)