

## CURRICULUM VITAE LEONTINE WAGENAAR

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Address: Jan Snijderplein 4  
2042 KL Zandvoort  
The Netherlands

Contact: Phone: +31 23 5714648  
Mobile: +31 6 165 030 13  
Email: [info@spizes.nl](mailto:info@spizes.nl)  
Website: [www.spizes.nl](http://www.spizes.nl)

Place and date of Birth: Haarlem, November 2nd, 1963

Nationality: Dutch

Marital Status: Married

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### WORKING EXPERIENCE

- 2007 - present      **Spizes** Zandvoort, own company
- Concept and product development in fashion and (interior) design.
  - Analyzing and interpreting social trends relating to consumer needs.
  - Design & consultancy for fashion and interior design industry, graphic design and communication.
  - Working closely together with freelance designers. Sharing knowledge and experience for the perfect flavor. It's all a matter of taste.

Some (recent) assignments:

**T100 kids** Guangzhou, seasonal children's wear trends, design and coaching design team.

**Daybreak** (Pronto fashion) Nieuw Vennepe, women's knitwear collection concept & design. Short term market. Summer 2012, 2013 and fall 2012.

**Songfa ceramics** Chaozhou China, custom made trend book 2013 and ceramics design, presentation & explanation.

**Jako** Hangzhou China, custom made brand & research book car accessories and design.

**Yonder Group** Guangzhou China, women's knitwear collections domestic market.

**Be Connected** Shanghai, seasonal trends and colors women's fashion. Coaching design team.

**CS Group** Bennebroek, concept and product development women's knitwear brand IUNO.

**Wink Accessories** Eindhoven, temporary head of design accessories private label. Responsible for product development traveling to Far East.

**Be One** Drachten, concept development & product management private label women's wear retail store.

**DAC** Zandvoort, fund raising Dance Against Cancer festival on the beach.

- 2003 - 2007:      **Prénatal** Almere  
Baby retail department-store chain  
*Full-time styling manager*
- Brand strategy development
  - In charge of 4 designers
  - Translate social and consumer trends in to a Baby fashion and hardware collection
  - Responsible for the development of Baby fashion and hardware private label collection
  - Set up fabric sourcing in Far East

- 2001-2003: *Freelance*  
**Marca Trading** (C&A) Brussels Belgium  
 Lady's department, fashion consultancy and graphic design.  
**Vroom & Dreesmann** Amsterdam  
 Men's casual (Soho Street) department fashion consultancy and design.  
**Jomo International Holding** Enschede  
 Part-time styling manager. Fashion consultancy for Children's and Lady's fashion which supplied larger department stores (C&A, Pimkie, Miss Etam, V&D, Ernstings).  
**Runtime** (GEAC) Amsterdam, design software and pdm systems for fashion and hardware industry.  
 Design consultant in design software for fashion industry  
 Provided workshops for Canvas and Photoshop.
- 2000-2001: **Capstan Bay** (C&A Europe) Amsterdam, Multi-brand concept stores for young fashion in Germany  
*Fulltime concept designer Men's fashion*
  - Interpreting social trends to young fashion
  - Short term fashion trends for men's and women's wear
  - Setting up the guidelines for visual merchandising
- 1999-2000: **Sanoma Publishers** Hoofddorp  
*Fulltime fashion editor Margriet lifestyle magazine*
  - Devising and implementing fashion and human interests productions.
- 1988- 2001: *Freelance*  
**Artemis** Amsterdam, Fashion and interior design school Amsterdam  
 Teacher in trend forecast and media styling.  
**Marca Trading** (C&A) Eindhoven  
 Children's and Men's department fashion consultancy and graphic design.  
 Development of Lady's and Men's sock collection (88-99).  
**Dutch Fashion Fair (MODAM)** Amsterdam  
 Styling coordinator of trend shows, forums and photography (88-99).  
**Modint** (branch organization) Amsterdam  
 Styling Holland Fashion Show Herren Modeweche and Interjeans.  
 Styling children's choir 'Holland Promotion' Kind und Jugend, Cologne (96-97).  
**John de Mol Producties** Hilversum  
 Styling TV shows 'Super Model Of The Year', 'You are so beautiful!' and 'Miss Talent'.
- 1987- 1988: **Harvest International** Amsterdam  
*Fulltime Designer*
  - Designer of Pointer Boys collection (ages 4 – 12).
- 1985- 1987: **Dutch Fashion Institute** Amsterdam, Trend forecasting for fashion industry  
*Fulltime junior Consultant*
  - Responsible for children's fashion forecasts and color concepts.

## EDUCATION

- Bachelors degree AMFI Amsterdam Fashion Institute, Academy Charles Montaigne, 1981-1984
- Negotiation Skills, Intercultural Business Improvement, 2001
- Make-up artistry, Dik Peeters make-up school Amsterdam, 1984-1985

**SKILLS**

People Manager, good Motivator, result driven, user of Canvas and Photoshop.

**INTERESTS**

Socialize, Travel, History, Arts, Scuba diving.