

*Freelance Designer*  
**SERVICES**

Aurelie PERNEL • 2026

# AURELIE PERDEL

## Freelance Designer

**It is my mission to bring dreams to life through Concept, Colors, Fabrics and beautiful Styles.**

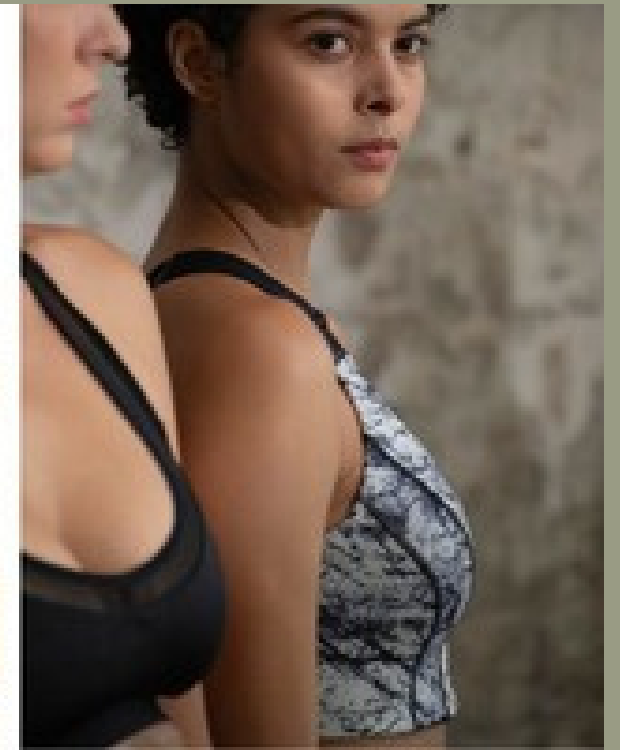
*A long time admirer of beauty and design that celebrates and enhances feminine expression, I have collaborated with a range of intimate apparel and fashion brands, including DORINA, ASOS, Darjeeling, Primark, Hunkemöller, Next, C&A, and many others.*

*Whether you're launching a new lingerie, loungewear, swimwear, or sportswear brand, introducing an innovative concept, or expanding an existing collection, I am here to guide and support you.*

*With a passion for storytelling and concept creation, I bring a keen eye for detail—ensuring even the smallest nuances are considered to elevate the overall aesthetic of each design.*

*I offer freelance design services specializing in lingerie, shapewear, loungewear, swimwear, and sportswear. I work with both established brands and emerging founders, supporting projects from early concept through development—and I'm always excited to see the final product come to life.*

*Explore the services I offer to bring your vision to reality.*



**LINGERIE**

**SWIMWEAR**

**SHAPEWEAR**

**LOUNGEWEAR**

**SPORTSWEAR**

With over 15 years working across lingerie, swimwear, shapewear, loungewear and sportswear categories, I've built a strong and diverse background with various brands from around the world.

I create collections that reflect different needs and trends, always paying close attention to the small details that shape the final look.

# EDUCATION

- **Diploma ESMOD Designer Lingerie & Womenswear**  
Jun 2003
- **A Level Diploma Specialized in Arts, Design, Architecture, and Fashion**  
Jun 2000

# SKILLS

- Mac & PC
- Adobe Photoshop & Illustrator, Acrobat
- InDesign
- Excel, Word, PowerPoint
- AI Software Canva, Wix
- Paper Pattern Making
- Technical Fitting
- Sewing garments

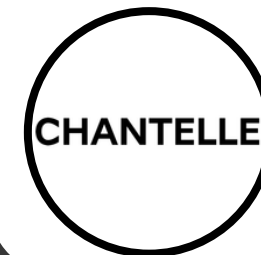
# EXPERIENCES



**Design & Product Manager - DORINA**  
Jun 2017-Dec 2024



**Senior Designer HOP LUN**  
Nov 2005-Feb 2013



**Assistant Production & Quality CHANTELLE Group**  
Mar 2004-Oct 2005

*\*Refer to Resume for full details*

# ON BOARDING

1Hour • 1:1 • First Introduction Meeting

**First Introduction meet-up to establish the roots of a successful collaboration.**

**We start with a thorough intake session to fully understand the project and address your top goals.**

# OUR COLLABORATION

*We'll be a great match if...*

*You have a strong sense of purpose behind your brand, thrive to create a positive impact in the lingerie and apparel industry.*

*We share similar values, by keeping in mind sustainability, ethical standards, and inclusivity in a sincere way.*

*You're taking your brand to life.*

*I'm really committed to work with partners that are excited to see the product all the way through as much as I do. Seeing the final product launched on the market is a satisfaction and I wish nothing but success to your brand and proud to be a part of it.*

*You believe in collaboration and sharing ideas.*

*I will be honest, transparent, and respectful with my partners and hope they can listen to my ideas, and take into consideration my suggestions. I will expect the same in return.*

# SERVICES

## Trends, Market Research & Concept Development

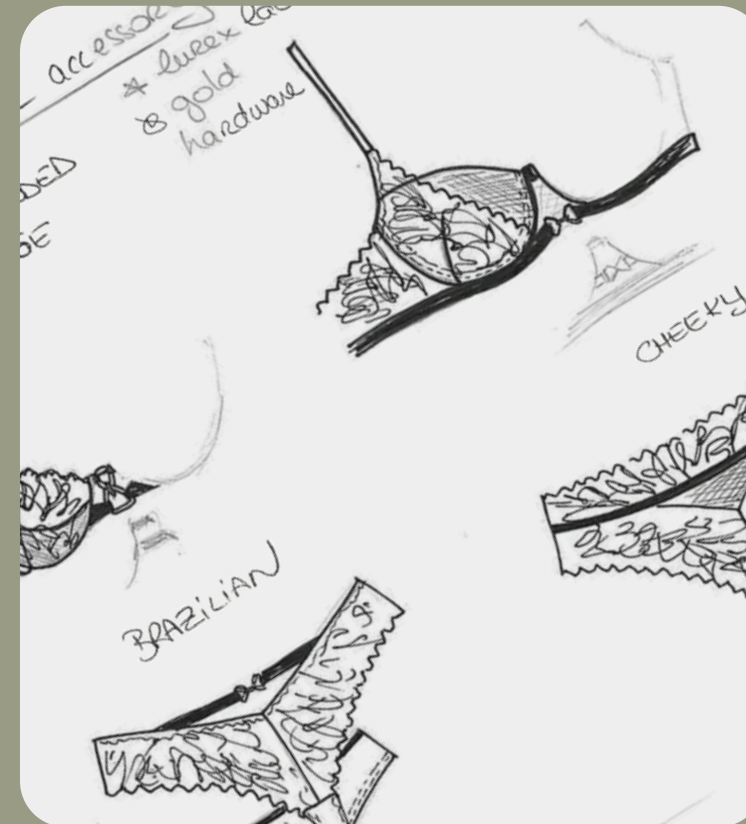
- Competitors Research
- Market Analysis
- Sense New Opportunities
- Trends Research
- Concept, Ideas & Directions
- Mood Boards
- Colors, Materials proposal

## Designs & Sourcing

- Concept Sketches  
(number of initial concepts)
- Refined Color Palettes
- Sourcing Raw Materials
- Technical Flats/CADS  
(Front + Back view / style)
- Assortment Collection Plan

## Technical Designs & Product Development

- BOM / Material List
- Tech Packs
- Sample Fitting on Model
- Fitting Comments
- Check Measurement Chart  
provided by manufacturer
- Size Range Suggestion
- Communication & Revisions  
Rounds



# TRENDS, MARKET RESEARCH & CONCEPT DEVELOPMENT

Analyzing the competitors and Current Market influences to create the overall trend direction for the category and season / drop / capsule collections.

Building clear creative direction rooted with the Brand Identity.

Trends Research with colors, materials and concept ideas.

Translating into mood boards the concept and inspirations of the brand.

Providing initial sketches and design details throughout photos, samples.

# DESIGNS & SOURCING

Hand Sketches proposal following Mood board and Concept direction. Together we'll pick our absolute faves to start sampling.

Refine the color palette. Including key fashion colors, basic hues, neutrals, and suggestion to pair them all together.

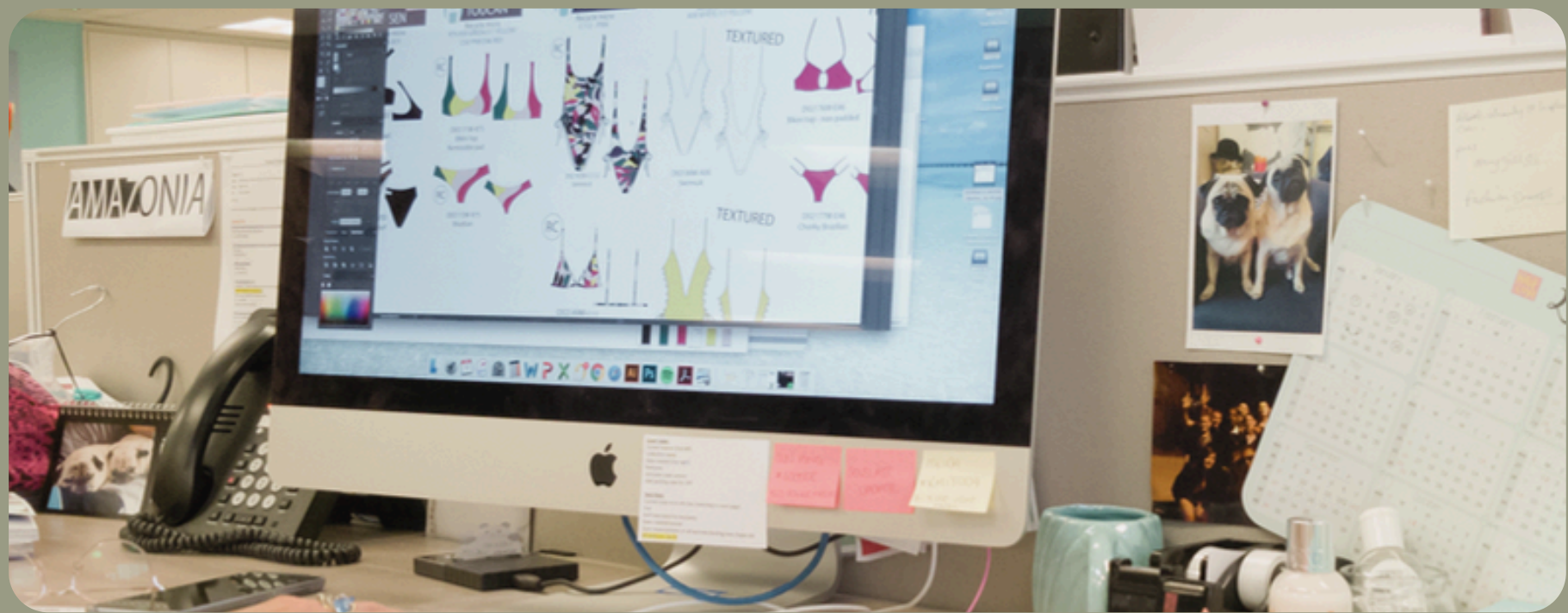
Choosing the right fabric and elastics for each part of a lingerie set. To assure Fit and comfort.

Building and creating a cohesive collection assortment, commercially viable with a strong sense of balance and continuity.

CAD development, technical drawings and adequate construction.



# TECHNICAL DESIGNS



**SS24 FX LINGERIE COLLECTION**

Theme: SHAPESWEAR  
Program: Absolute Sculpt  
Style: NON-PADDED BODYSUIT  
Article no.: FXH80009CK002  
Sample type: Development sample  
Design Date: 2023-12-20  
Update Date: 2023-2-8

Block: Moulded cup  
Waist: Sample size: M

全件四色

10mm strap  
4cm  
Brown foldover elastic  
Removable straps  
DTM Hook & Sliders  
U-Back  
smooth out style line  
Croch seam ladder stitch  
Add Snap crotch opening  
Banded panels on the POSE (reference sample #022021)  
Leg opening finishing

1. Added bonding panels on upper back  
2. Bonding panels to have smoother lines (not as straight and blocky)

L/O finishing 压边处理 + 收边一粒, 档位扣配序  
L/O finishing 压边处理

Set up a BOM with all materials information.

Technical designs packs, spec sheet, key measurements, construction details, to ensure as few sampling rounds possible. Including inspiration images, construction sketches when needed.

1st Sample Fitting with visual comments.



# Aurelie Fernel

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## *Hourly breakdown*

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**For Initial consultation, small tasks,**  
**Ongoing advisory work.**

- Initial Consultation
  - Small revisions or troubleshoot for existing designs
  - Ongoing design advisory or mentorship roles
  - When project scope is unclear or likely to change
  - Communication & Revisions rounds
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# Aurelie Pernel

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## Project breakdown

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**01**

### Trends, Market Research & Concept Development

- Competitors Research
- Market Analysis
- Sense New Opportunities
- Trends Research
- Concept, Ideas & Directions
- Mood Boards
- Colors, Materials proposal

**02**

### Designs & Sourcing

- Concept Sketches (number of initial concepts)
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- Sourcing Raw Materials
- Technical Flats/CADS (Front + Back view/ style)
- Assortment Collection Plan

# Aurelie Pernel

## Project breakdown

03

### Technical Designs

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- Fitting Comments
- Check Measurement Chart provided by manufacturer
- Size Range Suggestion



# READY TO WORK WITH ME?

Thinking about your latest collection, or need specific design support?  
Let's connect and create your dream collection together!

By combining your ideas and my skills, I will bring your vision to life and together we'll create a thoughtful, well-crafted collection that leaves a strong impact in the lingerie industry.



Feel free to reach out!



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