



Aurélie Pernel

DESIGN & PRODUCT MANAGER

Hi! My name is Aurélie, dynamic and passionate Designer with over 20 years of rich experiences living in Asia (Hong Kong and Thailand).

After dedicating 8 years working under the DORINA brand, specialised in lingerie, swimwear, shapewear, loungewear and sportswear, I have gained diverse and valuable international experiences.

It is time for me to embrace change and seek new challenges. I am eager to explore fresh opportunities and make a meaningful impact in a new professional environment.

I am excited about the possibilities that lie ahead and look forward to the opportunity to discuss how my background and aspirations align with the vision of your esteemed company.

Thank you for considering my profile, and I am excited to bring my energy, creativity, and dedication to a new and rewarding role.

Contact

Phone

+852 6216 7036

Email

aureper@gmail.com

Address

Central - HONG KONG

Portfolio

<https://aureper.com>

Education

2000 - 2003

Diploma ESMOD Designer Lingerie and Ready to wear Woman

ESMOD International Paris - FRANCE

1997 - 2000

A Level specialised in Arts, Design, Architecture, and Fashion Designs

Secondary School Louis Pasteur

Besançon - FRANCE

Professional Qualifications

- Paper Pattern Making
- Technical Fitting
- Sewing
- Fitness Training

Computer Skills

- Mac & PC
- Adobe Photoshop, Illustrator
- Excel, Word
- Powerpoint

DORINA

June 2017 - December 2024

DORINA @ HOP LUN Executive Ltd. - Hong Kong

Design & Product Manager - Lingerie / Shapewear / Loungewear / Swimwear / Sportswear

Reporting to the Assortment Director, for our wholesales Brand - DORINA

I am Responsible to create the best assortment to propose to Customers from E-tailers, Super & Hypermarkets, Department Stores.

- Maintain the category's customer focus and aware of how market trends are affecting the customer by checking competitors websites, instagram and other media for latest updates on trends.
- Market Study and Analysis of the competitors.
- Supporting Assortment Director with research in innovation covering fabric, mould cups, trims and new technology within lingerie and swimwear.
- Introduce newness and stay ahead of competitors and lead my team on new products, materials and construction techniques.
- Driving the product development forward, constantly on the lookout for the next BIG TREND, QUALITY and INNOVATION PRODUCTS, that will drive sales.
- Managing 3 Designers, 1 merchandiser, 1 technician.
- Sourcing seasonal fabrics and trim updates in line with trends and updates to existing styles and maintain library
- Creating technical pack based for all new product or recolour; research and create seasonal boards of 'newness'
- Monitor and track the development sample submission dates in accordance with the T&A.
- Always cost conscious and providing cost idea with the new development.
- Responsible for technical cads being correctly updated and submitted on time.
- Working closely with garment technicians and coordinate review meetings for development samples with Assortment Director.
- Assisting to fitting sessions to ensure great fit and functionality; Initiate and lead factory visits to educate design team and support internal sourcing teams.



Aurélie Pernel

DESIGN & PRODUCT MANAGER

Extremely Creative
Challenge Oriented
Perform Multiple Tasks Simultaneously
Highly Motivated

Strong sense in market trends, Research & Development
Experience in Managing

Flexible with a passionate & positive working attitude
Perceptive & Organized
Meeting Target Price

Language

English - Fluent

French - Native

LinkedIn

www.linkedin.com/in/aurelie-pernel

References

Edouard Roche

Japan President & Representative
Director

Phone: +852 6464 0858

Email: rocheny555@yahoo.com

Stella Lai

Manager Director Sourcing and Design

Phone: +852 2359 5555

Email: stella.lai@hoplun.com

Sandrine Bruyere

Manager Director Sourcing and Design

Phone: +331 49 69 19 88

Email: sbruyere@chantelle.fr

Nov 2005 - Feb 2013

HOP LUN Ltd. - Hong Kong

Senior Designer

- In charge of retailers like Carrefour, Kiabi (Fr), Primark, BHS, Next, Evans (UK), Penneys, Dunnes (ROI), Hunkemoller, Lindex (NL), C&A (DE), Bras'n Things & Playboy (AUS), Lane Bryant (US)
- Managing a team including a Sample Coordinator and a Junior Designer
- Development of Trends every season, including creating colour palettes, themes, prints and embroideries researches.
- Close collaboration with the sourcing team.
- In charge of the shapewear growth and samples developments to propose to our customers.
- Development of Swimwear Collections.
- Soliciting customers and sales feedback throughout the design process and developing the collections or products according to their needs.
- Updating their potential best sellers. Respecting their target prices and deadlines.
- Presentation of the collection and trends with CADs drawings, samples and shopping supports on front of customers.
- Fill up sample order sheet and send to sample room in China.
- Follow up with different customers.



Mar 2004 - Oct 2005

CHANTELLE

Darjeeling Brand @ CHANTELLE Group.

Assistant Production & Quality Sleepwear & Swimwear

- Fitting of sleepwear and swimwear ranges.
- Samples Technical order sheet (with measurements). Fitting samples on Model.
- Working with Chinese suppliers on samples production.
- Reception of samples and perform quality control, measurements.
- In Charge of test report of all fabrics and accessories used in the collection in collaboration with the intern Chantelle laboratory.
- Comments and report to suppliers after fitting sessions.