

# CAMILA VESTH

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Passionate about global style and trends, with a distinct focus toward designing for global audiences, Camila Vesth approaches creating full-scale design directions, concepts, and strategy to inspire and engage H\*TT design teams. Her egalitarian approach in collaborating with a diverse array of the world's top brands is what sets her apart in an ever-demanding global marketplace.

From creative ideation and process planning to innovative design and development, she ensures holistic collections match a brand's DNA and effectively target specific consumer needs. Camila is a leader of creative, design, merchandising, marketing, brand strategy, and product development teams with extensive development and production knowledge.

As a multi-faceted design professional, Camila has extensive knowledge in overseeing entire lifecycle of products from creative birth to product launch. She is not only a deeply collaborative teammate, but also she's an expert motivator keeping challenging projects positive and moving forward. Her ability to inspire people creatively at all levels *and* across all disciplines serves to pull teams together and achieve more than they believed possible.

A key member of a senior management team, Camila's whole-brained innovative thinking is coupled with robust organizational and analytical skills. She can nimbly plan, prioritize, assign, and review manifold overlapping projects in fast-paced environments. She is the point-person who ensures all collections are matched with a brand's DNA for cohesive brand distinction and delivered on time with overall costs in mind. Being an articulate and persuasive presenter who effectively delivers well-planned presentation that effortlessly engages an audience is at the core of her abilities.

Deeply passionate about mentoring and developing the next generation of design talent - With an innate sensibility toward a leadership-based approach to the team environment, she incorporates innovative strategies and processes to build best in class design teams.

A true creative at heart, with a unique sensibility to decode markets for trends and is sensitive to creative cues from across the global experience—from Europe to the Americas and Asia.

## CREATIVE CONSULTANCY CLIENT LIST

- **HVISK:** A worldwide renown fashion bags brand with playful aesthetics and a sustainable approach
- **RUN & RELAX:** Nordic sports fashion brand with specialty in seamless products
- **ADIDAS NEO:** Asia-specific collection targeting younger Asian consumer
- **XTEP:** Chinese innovative sports fashion brand
- **LI-NING LNG:** Large Chinese sports fashion brand
- **GRAY LABEL:** European sustainable children's brand, clean Nordic aesthetics
- **WHOWHATWHY:** Independent Online New Channel – Creative director SoMe, Editorial, AV
- **ACTIVE CONNECT:** Online health platform - Overall Visual language and Storytelling responsible
- **CANYON:** European Premium Cycling brand with strong technical performance focus.
- **IVYLEE COPENHAGEN:** Nordic Fashion with specialty in simplistic Nordic designer shoes
- **FINESTERRE:** UK-based sports and surf lifestyle brand
- **ROW AMERICA:** US-based rowing brand
- **KOPENHAGEN FURS:** World's largest fur company leading a technical innovation design project
- **H2O:** Scandinavian traditional sports technical and lifestyle brand
- **TRUE DOG:** Scandinavian sports street-wear brand.
- **MPDCLICK:** Large trend-oriented site informing multiple corporations seasonally with up-to-date styles