

CAMILA VESTH

Mobile: +45 2782 2144

camila@riocph.com
CamilaVesth.com

Toldbodgade 63, 5th
Copenhagen, Denmark 1253

Engaging creative who is passionate about aesthetics and the world of design. Delivering high quality products to wide range of audiences seeking innovative ways of approaching an evolving world. Strong collaborator across multiple divisions with an egalitarian spirit.

PROFESSIONAL EXPERIENCE

RIOCPH CONSULTANCY, COPENHAGEN, DK (NYC - LONDON – IBIZA- CPH)

Riocph is a creative design consultancy setting global brands apart by innovating from within.

Founder and Creative Design Consultant: January 2015 – Present

- Creating outward facing brand strategies, campaign planning and manage a full range of content to match. Creation and creative lead of internal brand guidelines and external facing brand visuals. Full marketing budget responsible and leader of a team of 4 specialist.
- Create strategic planning and executions toward head-to-toe collections. Comprehensive competitive analysis, in-depth advanced range planning and incorporating marked specific range diversity. Leading to determining market gaps for new products.
- Spearhead design of selected premium marketing collections, creating products for upper level of full brand collection. Including technical collaborations designing sportswear meeting specific technical needs: yoga, running, Pilates, dance, cycling, rowing, swimming.
- Collaborate with factories worldwide to ensure product is placed at optimal locations for successful delivery. Strategic production planning in collaboration with manufacturers, ensuring optimal aesthetics, quality, and overall punctuality. Work with manufacturers to ensure brand needs being fully met.
- Creating or improving on existing creative, development and production calendars, making sure intersection between fields works flawlessly and is actioned successfully.
- Strong collaborations with large Asian brands, incorporating European expertise into full collections or creating entirely new marked specific brands from scratch.
- Worldwide and marked specific trend research professional, with strong abilities and sensibility to decode markets for trends and creative cues.

TIMBERLAND, LONDON, UK

A globally recognized brand with strong heritage and urban outdoors roots. Leveraging its iconic heritage to build purposeful and responsible products inspiring the consumer to step outside and make the world better.

Creative Director – Apparel and Accessories: January 2013 – January 2015

- Directed team of 20 people, 3 Heads of design as direct reports. Managing Men's, women's, marked channel specifics, outlet-stores and accessories collections for approximately 600 products per season
- Trend and research responsible, building seasonal trend reports directed for the brand segment.
- Further expansion of strong management skills, working with executive coach to craft workshops for the business, motivating, directing and appraising team.
- Extensive communication to upper management and cross-functional partners. Provide “the face” of design to the media - including commercial TV appearances & magazine editorial.

KARMAMEJU, COPENHAGEN, DENMARK

A fashion lifestyle brand consisting of clothing, beauty products and furniture, characterized by its clean Scandinavian aesthetics, quality, honesty, and great respect for human beings.

Design Director – Apparel, Home, Living, and Beauty: February 2011 – December 2012

- Managing the creative, design, production and development teams, to create a cohesive brand expression and better quality of products overall.
- Identify new complimentary lifestyle products, expanding brand within its segment, driving new business. Communicating seasonal storyline and introducing new product ideas to upper management and sales teams, for all stakeholders buy in.
- Design, development and production calendar creation, aligning all departments flawlessly and optimizing timeline for closer to marked creation.

LE COQ SPORTIF, PARIS, FRANCE

A French-born sports fashion lifestyle HTT brand that is deeply rooted in its heritage with a sophisticated sport image.

Head of Design & Product Management – Apparel and Accessories: January 2010 – January 2011

- Managing design & product management teams. Creating cohesiveness for apparel, footwear, accessories, color, and graphic teams. Leading product process from initial creative planning till final product launch.
- Creative & Strategic direction build, making sure business demands are met and design teams fully informed and inspired by direction for the season.

ADDITIONAL PROFESSIONAL EXPERIENCE

ADIDAS ORIGINALS, Herzogenaurach, Germany and Portland, OR

Team Head: November 2005 – April 2009

PUMA AG, Herzogenaurach, Germany

Lead Designer for Men's & Women's + Special Collaborations: September 2004 – November 2005

DICO COPENHAGEN, Copenhagen, DK

Lead Designer for Women's: September 2003 – August 2004

CUSTOMMADE, Copenhagen, DK

Lead Designer for Men's & Women's: August 2002 – August 2003

EDUCATION

Parsons School of Design, New York, USA

Certificate in Digital Marketing: 2020

Copenhagen Business School/RUC, Birckbeck, UK

Masters Degree in Business Management: 2018

Hellerup Textile Academy, Copenhagen, DK

Bachelors Degree in Clothing Design: 2002

TECHNICAL SKILLS

Adobe Suite: InDesign, Premiere Pro, Illustrator & Photoshop
Microsoft Office; Word, Excel, PowerPoint & Keynote

LANGUAGES

English: Full Proficiency – **Danish:** Native Speaker – **Spanish:** Native Proficiency