



CORA LESUEUR

Apparel Design Lead - Consultant & Freelance

I am an expert in designing sportswear, activewear and lifestyle. With a deep understanding of technical product design and trends, I collaborate with brands at various design stages, sharing my expertise in trends, materials, and manufacturing. I integrate athletes' experiences, technical knowledge and an innovative mindset to support teams in developing their collections.

www.c-lsr.com

ABOUT

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www.c-lsr.com

With over 11 years of experience working with diverse teams, I have developed a strong cross functional communication ability that enables me to work independently as well as collaboratively.

EDUCATION

FASHION DESIGN - Bachelor
HTW - Berlin (Germany)
Graduated June 2013

TEXTILE DESIGN - Diploma
ESAAT - Roubaix (France)
Graduated June 2012

Fashion & Sustainability
UAL - London (UK)
2019 (Online program)

CERTIFICATIONS

101 3D design training
CLO DESIGN
2022

Identify Innovation Opportunities
HARVARD BUSINESS LEARNING
2022

LANGUAGES

- French (Native)
- English (Fluent)
- German (Conversational)
- Dutch (Conversational)

EXPERIENCE

 **NIKE** *5years*
Senior Apparel Designer
June 2023 - July 2024

- Designing EMEA women's apparel collections
- Managing the work of a junior designer+Intern
- Creating design solutions aligned to consumer insights that are responding to business objectives
- Presenting the regional creative direction to Global business
- partner like Creative directors for colors and footwear

Apparel Product Designer II
May 2022 - May 2023

- Designing EMEA women's & men's collection
- Creating iconographic moodboards and internal trend reports
- Working with Footwear teams on Integrated projects

Apparel Product Designer I
September 2019 - May 2022

- Collaborating with Global and Regional app & ftwr team
- Actively researching and identifying key relevant trends
- Answering a brief and delivering NIKE DNA collections
- In charge of the AIRMAX apparel collection

 **TOMMY HILFIGER** *6years*

Women's Sport Designer
November 2017 - August 2019

- Working on the launch of Tommy Sport
- In charge of the women's product line (performance+lifestyle)
- Managing the work and development of the Design Assistant
- Creating the line identity and USP of the line with the team by
- designing sportswear specific products with a Brand DNA

Loungewear Designer
May 2015 - October 2017

- Designing the women's and men's loungewear collection
- Reinterpreting the corporate concept for our category
- Using PLM (following a range plan, respecting margin...)
- Traveling in Asia, Middle-East and Europe

Bodywear Junior Designer
September 2013 - April 2015

- Designing the mens loungewear line
- Supporting the team with Underwear product insights
- Creating CAD and Tech pack for products and Textile

SKILLS

- Trend Analysis & consumer research
- Creative Direction & Concept Ideation
- Cross cultural awareness
- Collaborative Teamwork
- Participative Leadership
- Adaptability & Problem solving
- Communication & Presentation

- Garment fit, construction & manufacturing
- Iconographic documentation
- Sustainable product creation
- 2D and 3D rendering
- Womenswear & Menswear Designr

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- CLO3D - Vstitcher - Lotte
- PLM Systems
- Miro
- Microsoft Office / keynote
- Windows / Mac

VOLUNTEERING

JORDAN WINGS 

Jury and Design mentor
February 2021 - April 2022

- Jordan Wings program in collaboration with Paris school Casa93. In a short time design competition, I engaged and guided the students through their creative process.

WHAT DESIGN CAN DO

Presentation coordinator
2015-2016

- Helping with setting up the event and get in touch with the agencies and design participants to plan talk panels