

NATHALIE LAPLACE

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EXPERIENCED PRODUCT & RETAIL DESIGNER FOR PREMIUM AND LUXURY BRANDS

SKILLS

- Expert in design of forms for premium brands and luxury brands
- Monitoring of the creative process (trend monitoring, sketching, illustration and digital visualization, customer presentation)
- Multidisciplinary expertise, creative problem solver
- Management of deadlines and priorities, detail oriented
- Excellent relational, team player and autonomy
- Passionate and creative

EXPERTISE AREAS

Product design / Primary and secondary structural packaging design
Glass and plastic bottle design/ Promotional and limited edition design

Environmental design / Scenography and window display design
Interior / Retail design (Pop Up Store, travel retail)
Merchandising & Display design (POS, Corner, Stand ...) / Event
(promotional & marketing event, press launches, ect...)

Traditional and vector illustration for packaging and publishing
Drawing of gestures / Use scenarios / Story board / Perspective

Computer skills : Illustrator, Photoshop, Sketch Up (Mac OS)
French Native speaker, Fluent english

EXPERIENCE

January 2006 - Present (14 y)
Freelance @ NKLDDESIGN
Paris/ Bangkok/ Milano

SENIOR PACKAGING, MERCHANDISING AND RETAIL FREELANCE DESIGNER

- Freelance assignments for international design agencies (*Landor Associates, Carré Noir, Dragon Rouge, Enjoy Design*) and end customers.
- Analysis of the competition, design trends, development of moodboard
- Creation and follow-up of the design projects (Packaging, Retail, POS, Merchandising tools, furniture design, Illustration)
- Support of the brands on their merchandising, product or animation problem
- Develop concepts & innovative design ideas in the target market
- Accuracy of creative proposals to the requirements of selective brands

May 2015 - December 2019 (4 y)
PETIT MASK
Bangkok
www.petitmask.bigcartel.com

CO-FOUNDER & DESIGNER > PETIT MASK

- Creative and High End costumes for kids from 3 to 8 years old
- Established independent brand for children
- French and sustainable design, handcrafted collections
- Develops 4 "timeless" collections suitable for handcrafted process
- Sourcing OEKO-TEX® cotton and garment in Thailand
- Partnership with an ethical sewing workshop helping women in needs
- Collection sold locally and internationally on Smallable.com

February 2001 - January 2006 (5 y)
ENJOY DESIGN, Paris

PRODUCT & PACKAGING DESIGNER > SPECIALIZED IN LUXURY GOODS

- In charge of the creation and lead the artistic direction of all the agency's "3D" projects
- Creation, monitoring and development in accordance with the specifications and visual identity of the brands
- Organize and coordinate suppliers / 3D modelers / prototypists / designers
- Control of the realization of models / prototypes
- Creation and update of the material library and supplier directory
- Development of boards and participation in customer presentations

EXPERIENCED PRODUCT & RETAIL DESIGNER FOR PREMIUM AND LUXURY BRANDS

April - October 2000 (7 m) **INDUSTRIAL DESIGNER (INTERNSHIP)**
BUCHĪN DESIGN, Berlin
Conceptual research, design and creation, roughs on leisure issues (felts for children) tableware (faience), hotel furniture
Model making (Mock up for testing, ergonomic model, Clay or polystyrene model)
3D visualization under SOLIDWORKS

ACHIEVEMENT

PRODUCT **PACO RABANNE** : Perfume "Eau my Gold" glass bottle design
YVES SAINT LAURENT: Glass bottle design of the perfume "Elle"
DAVIDOFF : Perfume bottle design for "Davidoff Game"
MOËT&CHANDON : Design of a Champagne tasting bar at KaDeWe in Berlin
RÉMI MARTIN : Design of a service trolley for hotel's bars and restaurants
DOM RUINART : Permanent display design at Lavinia (Paris)
MATFER BOURGEAT : Innovative design of a professional Chef knives range
FRESH : Merchandising tools design for Fresh at Sephora (Backwalls, Gondolas)

ENVIRONMENTAL DESIGN **BENEFIT** : New "Brow Collection" launch podium design @ Sephora Champs Elysées (48m2)
MAISON MAILLE : Window display design since 2013 (shops in France, London, NYC) Shop merchandising, guidelines, implementation recommendations
CARTIER PARFUMS : Merchandising design for "BAISER VOLÉ" perfume launch
POINT À LA LIGNE (BLF) : Interior design of the showroom Paris XVI
LE FOURNIL DE VIRGILE : Interior design of a bakery (Paris)
MERRELL : Interior design of the first flagship store in Grenoble (3 sales areas)
COMPTOIR DE FAMILLE : Artistic direction and window display design for the brand / Implementation recommendations / Openings new stores (putting in the concept of the local, estimate fitters, merchandising plan, supervision of the setting). Creation, organization and setting up the Maison & Objet exhibition 2008 podium (250m2)

ILLUSTRATION **UBISOFT** : Commercial movie story board illustration
MAILLE : Kakemono illustrations for window display
MEVIUS : Fashion illustrations
VAHINÉ : Character design and edible decorations illustration
COSMENCE : Cosmetic illustration (gesture)

AWARD

POPAI AWARD Bronze 2008 Rémy Martin trolley design

EDUCATION

1999 Master Degree in Industrial Design @ Ecole Nationale Supérieure des Arts Décoratifs de Paris (ENSAD)

REFERENCES

Available on demand