

CV

**DENICE RYDENFORS /**  
**SWEDISH/ 1982-05-24**  
denicerydenfors@gmail.com  
+34 616 249 533/ +46 703144183



## **WORKING ACHIEVEMENTS**

### **CREATIVE PROJECT MANAGER - EIGHTMOOD AB/ DAILY ELEGANCE**

Designer and developer of lifestyle brand owned by Interior company Eightmood AB. In cooperation with the owners I have been developing this brand from start evolving all kind of work assignments. Design & development, purchase, sales, marketing, layout, graphics and digital design as well as working close with Photographer and team to create the best communication material.

### **DESIGNER - BLINGO AB SWEDEN**

Designer and developer for the Swedish fashion company blingo AB, headhunted through Modeverket. Responsible for designing collections for blingo Kids and ICONA female brand. Also responsible for all campaign and image material along with the collection work.

### **INDEPENDENT DESIGNER - LOS ANGELES USA**

Working with an exclusive collection in silk, called LUXURIOUS DAYS - SANTA MONICA BEACH. Imaged and photographed with a semi celebrity in Los Angeles and used on the red carpet.

### **FLASH AB - SWEDEN**

Employed assistant designer in a well-established Swedish fashion firm. Assignments in fitting, technical drawing, measuring charts, contact with suppliers about production and development of knitwear and accessory design. Responsible contact person with PR firm.

### **OWN LABEL - SWEDISH SWISH ACCESSORIES**

Designing and producing belts and bags in a creative line called SwediSh SwiSh. Distributors in Sweden, Denmark, The UK.

### **DESIGNER - RIGHTEOUS FASHION SWEDEN**

Designing and consulting in this Swedish firm for a couple of seasons. Worked with organic cottons and fair-trade registered production teams in Mauritius and Nepal.

### **INTERNSHIP - INWEAR COPENHAGEN**

Working for a season for this well-established Danish fashion firm.

## EDUCATION

### **KADK - Det Kongelige Danske Kunstakademis Skoler for Arkitektur, Design og Konservering, COPENHAGEN**

MA in Design and speciality Fashion design. Studying design process, technical assignments, creative assignment, artistic assignment as well as design theory and design history. Five years of training including practical work in Scandinavian fashion companies.

### **CAPELLAGÅRDEN - SWEDEN**

On the Swedish Island Öland I spent 1 year studying Textile Artcraft. The school is created by the Swedish Furniture Designer Carl Malmsten. Weaving, printing, sketching and textile dyeing techniques as well as other development techniques for creating textiles in any shape.

### **LA SORBONNE- COURS DE CIVILISATION LA LANGUE FRANÇAIS, PARIS**

Education in the French language as well as in French Art History. Living in Paris for 1,5 year.

### **DESIGN THEORIES- K3 MALMÖ UNIVERSITY, SWEDEN**

Education in the French language as well as in French Art History. Living in Paris for 1,5 year.

### **ART SCHOOL - SUNDSGÅRDEN SWEDEN**

Artistic education in art, ceramics and textiles in a higher pre university level. 2 years.

### **SWEDISH HIGH SCHOOL CERTIFICATE**

## LANGUAGES

Swedish/ Danish/ Norwegian

English

Spanish

French

## SKILLS

Visual Communication - making ideas look real.

Design - developing and working artistically as well as technically with different materials.

Technically skilled - Computer drawing, sketching, modelling, graphics, grading etc.

Layout & Communication - Catalogues, folders, communication materials, magazine layout etc.

Project managing - Planning, organising, setting up structural working methods, motivating.

Inspirational - Always motivated and always trying to inspire others.

## LIFE EXPERIENCES

Traveling and living abroad for many years in different countries. Fast adapter to any situation.

Entrepreneur DNA - My grandfather and father started many companies, so it runs in the family.

Being a Mother - As a mother of 2 kids I know how to handle many tasks and be super-efficient.

Professional - I always treasure professionalism and always try my hardest to be professional in my work.

Team player - I have learned to be supportive and humble to others in my team, without my colleagues I could never have done it!

Motivation - any situation or life experience will teach me something worth to know and motivate my future.

**ABOUT ME** I always say I was born into creativity; my entire family were creative in many ways. I saw from early age how beautiful It was to be able to express yourself through emotions, flavours, colours or entrepreneurship.

I have worked with many different techniques inside designing and developing such as painting, textile development, art and handicraft, ceramic and sewing. Everything I do springs from the same process of creativity and organization. I see art in colours and shapes, in the fragrances or flavours I meet or taste. All this I collect into my own pot and mix it about so it becomes a concept, garment or a layout that can be used in promoting and showing my own or someone else's designs.



**WORKING HISTORY** With a wide range of experiences inside the fashion industry where I have worked for big as well as small companies, I developed my skills which includes as well as fashion design, marketing, branding, layout, commercial strategy thinking and many more. Educated in Copenhagen at KADK, where I finished an MA with highest degree. I am an innovative self-starter with experiences of working commercially as well as running my own company.

I'm currently working with developing a new Swedish lifestyle – **Daily Elegance**. With a cohesive and complete style from four categories of products I work with designs inside interior/ fashion/ handbags and jewellery. To see more from the brand visit [www.dailyelegance.se](http://www.dailyelegance.se)

*Denice*