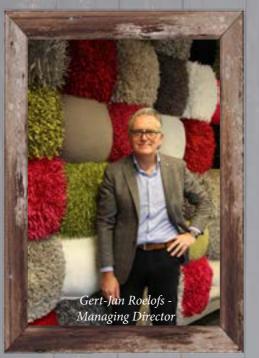




My challenge is to translate the sales demand on a daily base into a trendy collection, taking all additional social, ethical and environmental aspects into account.

My aim is to know and understand our customer that well, so our products wil fit. Therefore there must be an everyday interaction and smooth cooperation between buying, sales and the customer.





In this ever-changing society the brands who are built from the heart and are authentic, are most powerful and enduring. It is my job to optimize the organisation in order to serve the customer and to achieve our goals. Hereby I always keep our authenticity in mind.





A mix of honey bones and graphic design







Colourful and beautiful



Painting Flowers



Basic collection





collection

Ottawa

Mix prints with basic cushions for a perfect balance





Lounge Garden Relax



