

CURRICULUM VITAE

ERNY VAN REIJMERSDAL

PERSONAL DATA:

Name / Surname : Erny van Reijmersdal
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Erny van Reijmersdal DS&C
Platform 31b
Date of Birth : 08-09-1958
Sex : Male
Nationality : Dutch

EDUCATION:

1982-1984 Art Academy (RIETVELD) Amsterdam:
GRADUATED. Diplome: TEACHER OF DRAWING/ ARTS AND CRAFTS AND HISTORICAL ARTS.
1978-1982 Teachers' Training College ZWN Delft:
GRADUATED. Diplome: TEACHER DRAWING/ ARTS AND CRAFTS.

LANGUAGES:

Dutch mother tongue
French fluent in speech and writing
English fluent in speech and writing
German fluent in speech

PROFFESIONAL EXPERIENCE:

2013-today **CREATIVE DIRECTOR OF "MODEZIEN" fashion magazine**
2012-today **DIRECTOR AND OWNER ERNY VAN REIJMERSDAL DS&C**
Fashion design, styling and consultancy.
High-end women wear collection "ERNY VAN REIJMERSDAL".
Production organisation and supervision.
Multi media presentations.
Sales and commercial support/advice for retailers in the distribution and selling field.
Concept, set-up and styling "ERNY VAN REIJMERSDAL – Flagshipstore" Nijmegen.
Freelance consultancy and designer in the same field.

2010-2012 **DIRECTOR ERNY VAN REIJMERSDAL MANAGEMENT BV / HAARLEM**
Development of 5 seasonal high-end women wear collections for "ERNY VAN REIJMERSDAL" fashion brand.
Marketing, production organisation and supervision.
Sales and commercial support/advice for retailers in the distribution and selling field.

2004-2009 **DIRECTOR AND CO-OWNER ERNY VAN REIJMERSDAL PRODUCTIONS BV / AMSTERDAM**
Development "ERNY VAN REIJMERSDAL" fashion brand, 12 mono brand stores, 14 high-end woman wear collections.
Production organisation and supervision.
Sales and commercial support/advice for retailers and monobrand stores in the distribution and selling field.
Concept, set-up and styling "ERNY VAN REIJMERSDAL" mono brand stores in Holland en Belgium.
Concept, set-up and styling "ERNY VAN REIJMERSDAL" franchise stores in Holland

Concept, set-up and styling “ERNY VAN REIJMERSDAL” corners in Jeddah.

Directing 25 staff at the office and 60 staff in the shops.

Corporate fashion designs for Martin-Air, ABN-Amro Bank financial centres, FYRA High Speed train
Photo-shoots and shows: entire organisation of more than 20 fashion shows and impressively staged fashion events, using a very large network. Skills applied: overall direction and organisation, from location, models, light plan, music, styling, special effects (water curtains, snowfall, horses, camels), sponsoring, press, hair/make-up, backstage organisation to catering. Connected with the best skilled photographers, video, hair- and make-up artists, model agencies.

1984-2004 **CREATIVE DIRECTOR AT PAUW / AMSTERDAM**

Responsible for the PAUW collection, production, and commercial radiation and monitoring of this concept in the broadest sense.

In this period PAUW fashion store chain has grown from 6 to 22 shops.

OTHER WORK EXPERIENCES:

CONSULTANCY

Guest performance; “de gouden kooi” on Dutch television. Several items “how to dress!”.

Guest performance; “4you” on Dutch television RTL4. Several items about fashion.

Guest performance; “Business Class” on Dutch television. Several items about fashion.

Guest performance; “Twee vrouwen en een blad” on Dutch television. Several items about fashion and fundraising.

Columns; for more than 2 years weekly column “BUBBLES” for the Dutch magazine “PRIVE”.

SPECIAL ASSIGNMENTS:

- **AMERICAN EXPRESS;**
Specially designed and produced evening dresses using credit cards, to promote new developments by American Express at the MILLIONAIRES FAIR in 2005
- **AUSTRALIAN CHOCOLATS**
Developed a fashion event to promote new chocolates for Australian. Total direction of this show, from styling to design and presentation
- **FASHION EVENT AT THE DUTCH EMBASSY IN WASHINGTON D.C. DURING “MEET THE DUTCH” EVENT**
For the Dutch government. Took on the total organisation of a fashion event at the Dutch Embassy in Washington D.C.
- **CHILDREN OF NEPAL**
For a fundraising event for children in Nepal; designed and produced merchandise and t-shirts
- **QUALITY OF LIFE GALA**
For a fundraising gala, designed furniture for an auction during the event
- **SOPHIA KINDERZIEKENHUIS**
Decorated and painted an infra-red sauna cabin for a fundraising auction
- **FASHION EVENT FOR THE ROYAL DUTCH FAMILY**
Organized a fashion event at the wedding of one of the members of the Royal Dutch Family at the Royal Palace in The Hague

PRESENTATIONS AND PUBLICATIONS:

- Several articles published in: THE WASHINGTON POST – ELSEVIER – VOLKSKRANT – DE TELEGRAAF - LIFESTYLE MAGAZINE - MORE THAN CLASSIC – RESIDENCE – ELEGANCE - etc.
- Books: “ONTWERPERS VAN ORANJE” – “KOKENDE MANNEN” – “HARTSVRIENDEN”

ADDITIONAL SKILLS

- Developed over 30 collections from pencil drawings and painted artist impressions to technical specifications for computer systems, using CANVAS, EXCEL, WORD, PHOTOSHOP and PAINT software.
From separate items (buttons, logo’s, embroidery, patron design, linings, all kind of accessories etc.) till total collections
- Detailed information for suppliers, manufacturers and buyers, supplied in any requested format, to total overview for presentations, retailers and selling purposes.
- Material and colour proposals

- Supplied and developed designs for: towels, table linen, plates, badges and embroidery, textile designs for weavers and printers in any requested format.