



## Contact

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### Address

Bregenzer Str. 12, 10707  
Berlin, Germany

## Education

Summer Course 2013

### CREATING NEW CONCEPTS IN FASHION

University of the Arts London.  
Central Saint Martins

2006 - 2011

### MASTER OF ART Art Modelling of the Theatrical Costume

Kiev National University of  
Technologies and Design

2025

### Redress Circular Fashion Design Course

FC5-2RDA

## Expertise

Visual Merchandising

Clienteling & VIP Relations

Luxury Retail Sales

Team Leadership & Training

Event Concept & Execution

Strategy & Forecasting

## Language

English C1

German B1

Ukrainian Native

Common European Framework of Reference for Languages

# JADE GRITSFELDT

Fashion Designer | Retail Specialist | Brand Consultant

Visionary fashion professional with over 10 years of experience in luxury fashion, design, retail optimization, customer engagement and communications. Proven ability to drive sales growth, enhance client experience, and deliver creative brand activations. Combines strong aesthetic vision with data-driven strategy to elevate performance across all retail touchpoints.

## Experience

### 2016 - 2019

Kyiv / Paris | Luxury Fashion

#### Retail & Operations Specialist

- Developed and hosted exclusive in-store events, leading to a 35% increase in client loyalty engagement.
- Led personalized clienteling initiatives for top-tier clientele, ensuring high customer satisfaction and retention.
- Boosted average transaction value by 15% through focused upselling and team training. Devising attention-grabbing activities to captivate the audience.
- Overseeing a team of event planners and assistants.
- Contributing to venue scouting, set design, and event management responsibilities.

### 2012-Present

Kyiv / Berlin | JG

#### Founder & Creative Director

- Launched and developed a successful fashion brand with presentations at Berlin, London, and Ukrainian Fashion Weeks.
- Drove international press coverage and celebrity endorsements, increasing brand visibility by over 50% year-over-year.
- Oversaw retail pop-ups and fashion performances with up to 1,000+ attendees, managing production, team coordination, and guest experience.
- Collaborated with artists, DJs, and cultural institutions to fuse fashion with multidimensional storytelling.

### 2019 - 2020

Kyiv | TV Show "Runway Project"

#### Fashion Mentor

- Providing guidance to enhance overall life and career fulfillment through the attainment of personal and professional objectives.
  - Offering counseling support, assisting in developing effective problem-solving strategies.
- Delivering presentations for more than 30 self-development workshops and webinars, focused on personal growth. Instructing individuals in stress management and mindfulness techniques to foster well-being.
- Defining and implementing metrics that establish a connection between employee performance and a corporate creative industry rewards program.

## Reference

### Norma Quinto

Quinto Inc. / CEO

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Email: norma@quinto.com

### Nina Arndt

KaDeWe / Retail Specialist

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# AWARDS

- Preselected candidate - Cheveining Award – 2025
- Official Selection – Berlin Fashion Week Contemporary 2023
- Designer of the Year – Helsinki Fashion Week 2022
- Fashion Awards Ukraine. Best Fashion Set Nominee. Best Men’s Fashion Designer Nominee 2019
- Bazaar Fashion Forward Award – 2013

# Interests

- Yoga
- Music / DJ
- Travel
- Modern Arts
- Charity

# Human Skills

- Emotinal Intelligence
- Self Motivation
- Proactivity
- Creativity
- Leadership
- Teamwork
- Business Negotiation

# Special Projects

- **2014 - 2022**  
Kyiv / London / Berlin  
**Celebrity Stylist**
  - Assisted clients in cultivating their unique style and facilitated their journey towards their optimal appearance.
  - Created distinctive and captivating fashion personas for celebrities, establishing a recognizable and appealing fashion image.
  - Demonstrated adherence to deadlines while collaborating with celebrity staff to co-design materials.
  - Anticipated and forecasted emerging fashion trends, ensuring celebrities are at the forefront of fashion by wearing them first.
- **2016 - 2022**  
Mattel Inc. / Dr. Martens / DHL  
**Creative Consultant**
  - Collaborated with brand managers, content creators, and product managers o generate diverse concepts for assigned products.
  - Oversaw photographers, illustrators, designers, and production staff to ensure accurate execution of campaign elements.
  - Increased monthly sales by 28% through strategic visual merchandising and enhanced in-store storytelling.
  - Provided guidance to customer management on strengthening brand positioning, and creative actions to build a viral brand, events, ....
  - Supported management initiatives, including emergency preparedness projects.
  - Reduced unsold stock by 22% by implementing a data-driven stock rotation system.
- **2012 - 2025**  
Kyiv / London / Berlin / Prague  
**Fashion Week Art Director**
  - Lead cross-functional project teams of 10+ colleagues in the development of innovative and impactful advertising concepts, from inception to final deliverables.
  - Seamlessly incorporate and explore client feedback and directives, adeptly resolving queries and concerns while overseeing objections.
  - Meticulously organize all creative assets to facilitate their seamless handover to other departments.
  - Commission artwork, skillfully negotiate costs and usage rights, oversee the timely completion of artwork, and supervise photoshoots while reviewing sketches from illustrators.
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