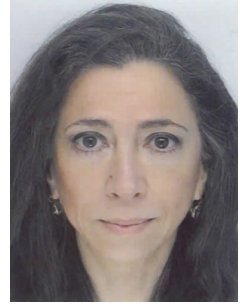


Fariba Sanaï Surridge

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EXPERIENCE

March 2016 – Present **Freelance consultancy and design**

2010 – March 2016 **L'Inc SA, Paris: Chief Designer and Coordinator**

Supervision of outsourced design and manufacture of clothing and accessories in Europe and specifically Italy; management of Paris showroom

1999 – 2010 **Freelance, Chief Designer and Coordinator of L'inc**

Consultant to Japanese department stores (initially Seibu and Sogo; later Isetan and Mitsukoshi): design, sourcing and production in Europe (in particular Italy). Coordination of consumer products (clothing, accessories, luggage, leather goods).

L'inc, an international group of creatives from different design disciplines, offers coordinated solutions to apparel companies. My work as Coordinator of L'inc meant collaboration and overseeing design of clothing, accessories, point-of-sale displays, layout and furniture design for sales areas.

1992 – 1999 **Modas France: Associate**

Creative consultant under exclusive contract to Renown Inc., Japan: creation and design of product and clothing lines; coordination of different design disciplines; optimization of sales area design and efficiency.

Modas was a Paris-based operation which served Japanese manufacturer Renown Inc at both ends of the marketing process: in providing European design input into design concepts, and in creating a retail outlet for Renown products.

1982 – 1992 **D'Urban Inc., Japan: Product designer**

Conception, design, prototyping, production coordination: consumer goods, furniture, luggage and leather goods, watches. Initially employed as designer for Ixi:z brand products, later designing and project-managing for other brands.

D'urban, a subsidiary of Japanese clothing giant Renown, Inc, started with a capital of USD 2m in the early 1970s. My work at D'Urban was closely linked with my mentor, a senior managing director of the company who was in charge of increasing turnover by creating new lines of clothing and accessories. Under his direction turnover reached nearly USD 900m by 1992.

EDUCATION

1979 – 1981 **MA (Master of Arts) Degree in Industrial Design (Engineering)**

Stanford University, Palo Alto (USA) and Central School of Art and Design, London (UK)

1975 – 1979 **BA (Hons) Bachelor of Arts degree in Industrial Design (Engineering)**

Central School of Art and Design, London (UK)

LANGUAGES

English, Farsi – mother tongues (nationality: British. DOB 27.10.55)

French – fluent spoken and written

Italian – fluent spoken and written

Japanese – spoken