



CV:  
Petra Beins

Date of Birth:  
20 June 1968  
Place of Birth:  
Delft, The Netherlands  
Marital status:  
Single  
Nationality:  
Dutch  
Sex:  
Female  
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Name: Petra Beins

  
  
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POST - CARD



Riemstraat 16 Bus13  
2000 Antwerp  
Belgium

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ACCOMPLISHMENTS:

From July 2007- now I have my own company BEINSpired.

I have/had assignments for several projects in fashion/interior/shoe market:

- \* Senior soft goods designer for Amenity kits travel market (Harmony on board/DeSter) Nov 2014-May 2015 maternity replacement. Bag designs (VAA,AA,etc)
- \* Designs for Cannoniere High end brand for Men (socks/underwear/packaging umbrella/beanbag/polo/t-shirt etc...)
- \* Plopsaland work outfits for the people in the 4 theme-parks
- \* Concept for famous artist designing accessoires with his work.
- \* Shoe design Aliveshoes Italie,Roberto Botticelli,Fornarina,Sacha,Durea,USG Pantofolo d'oro,Yellow Cab,Maruti( Bosgroup).(Men, Women and Kids)
- \* Designs for Beconnected in Shanghai on freelance base to develop:
  - boys/menswear collections for the Dutch market (mid to high end).
  - socks/night and underwear european market
  - baby and kidswear, woven/jersey/flatknit/toys/beachwear etc
  - menswear for chinese market...bags/packaging/labeling etc.(high end)
  - swimwear kids/men/women/lic.
- \* Design socks/swimwear collection for Veritas Belgium for mens and boys.
- \* Designer on project base (2007-2009) for JBC for the total License package (Bumba,K3,Samson,Spring,Plop and Ketnet).For boys,girls and baby depends on license.And at the moment on freelance base for several collections.
- \* Designer for Van der Erve who devellops license products European wide for the kids/mens and ladies market,clothes,pjyama's, accessoires etc.
- \* Working for a "New Brand" as technical support and design.
- \* Sportswear C&A for kids girls and several other assignments.
- \* Jacket design for Kids,technical sheets and artworks.Suppl.mid to high end
- \* I started to develop my own designs next to project for other companies.

From October 2005 till July 2007 I worked as a Head designer of the children's department of JBC.Is a belgium retailer with 100 stores around Belgium and Luxemburg (www.jbc.be) Far East experience, China and India.

From 1998 till 2005 I was working C&A. Working as a fulltime designer with several buying tasks .I was working for the children's department starting in 1998 for the Baby dept. in 2001 responsible for the total kids sport collection, like concept, colors, styles etc.

Travel/Buying trips to mostly China Turkey,India,Italy and Portugal. Shopping/trade fairs allover the world.

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From 2003 till 2005 for the Disney collection shop in shop concept at C&A. Won the Disney award for best retailer collection of the year 2004  
From 1995-1998 Kids Factory Breda: Part-time as a stylist for baby- and kids interior/rooms, accessories, etc. (www.kidsfactory.nl) High end market.

Since 1993 up till 1998 I was working as a freelance designer/stylist for several companies, with different assignments:

- \* Commercial campaign for travel agency. (incl. design for TourBus)
- \* Window styling. Photo styling
- \* Logo-design for Python.
- \* Sock collections for Du Parc, Heijstee (Lady, Gentlemen, Kids and Baby).
- \* Tags for Nominette, Belgium (for Fashion and shoes)
- \* Baby-designs for Marco, Gerjo
- \* Textile designs in Hennep voor new product. Hennep as new material.
- \* Illustrations for magazine "Kinderen" and for stationar for Biri
- \* Designs for Superconfex, Swim fashion for Ladies, Gentlemen and Children.
- \* Textile designs, prints and fashion designs for Superconfex Baby and Children (included labeling & tags).
- \* Prints for Peek en Cloppenburg, Beebies.
- \* Artwork for Bad Boys & O'neill free style
- \* Styling stand for "Woonbeurs" in RAI, Styling baby rooms for magazines
- \* Design and making theater costumes and decor
- \* Design and making/winning of Art piece in shopping center.

## EXPERIENCE:

- 1993-1995 Freelance designer (and partner) for O Design. 1995
- 1995-1999 Freelance designer (and owner) for PeBe Design, specialized in baby and children brands
- 1995-1998 Stylist (part-time) for Kids Factory Breda (interior)
- 1996-1998 Volunteer for stimulating Arts among people.
- 1998-2000 C&A Designer for C&A buying baby club department. For European collection
- 2000-2001 C&A Designer with a coordinated function for night and underwear and accessories in baby club
- 2001-2003 C&A Designer for Kids sport department, jogging for kids form 2-12. with part buying tasks.
- 2003-2005 C&A Designer for Disney collection shop in shop concept. Responsible for the total concept collection building, working close with Disney London Department was later build out to a total License Team, but Disney was the base.
- 2005-2007 Head designer Kids department JBC belgium team of 5 designers During all this time I kept working freelance for Illustrations, fabric design for childrens bedlinen and mens wear
- 1993-now Freelance alongside my job.
- 2007-now started my own company BEINSpired BVBA.

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## EDUCATION:

DETEX, diploma 1989 (evening hours) ENSAID, diploma 1989, modiste  
MODE ACADEMIE CHARLES MONTAIGNE, Amsterdam, 1989-1993, (diploma).  
Major; Textile fashion design with last year specialized in mens wear  
Working experience during studies at J.T.P. Fashionprints in Almelo as  
colorist on cad /cam system.  
Course Textile design, 1989, (evening).  
Course French, diploma Moyen 1, 2e degre', 1990, in France and  
course in Brussels, feb. 2000.  
Course Hat making with M. Jongkind, 1994  
Courses Graphic design and Ceramics, at H19, 1994-1998, (evening), exposition  
Course Architecture, Furnishing en Interior design, 1996-1997, (evening)  
Computer programs, Propainter, Corel draw, Adobe (photoshop, illustrator,  
pagemaker) CS5, starting with Indesign  
I worked freelance with Fashion Flash from Nedgraphics.  
ARTEZ Course MVS, 2001 fast fashion on the Artez in Arnhem, "master study".  
(in weekends)  
Did some courses for C&A, like presentation skills, factory/fabric courses etc  
Denim Course in England and Turkey.  
2012 IFD durig international shoe design master course I designed for  
Roberto Botticelli, Fornarina, Sacha, Durea, USG Amsterdam Pantofolo d'oro,  
Yellow Cab, Maruti (Bosgroup). Collections for Men, Women and Kids.  
3D print course at Slem, waalwijk for shoe design  
2015-2016 SLEM Waalwijk Master program starting ZOUTBEACH

## COMPUTER SKILLS:

At the moment I work with illustrator CS6, Photoshop CS6  
But worked with Corel draw and several other fashion programs.  
Worked on and of with Indesign for presentations  
Worked with excell but work at the moment more with the apple software  
Keynote for presentations

## HOBBIES:

Travelling around the world....  
Musea, Architecture, Interior Design  
Creative hobbies like drawing freehand, sewing, making handmade design toys  
Reading, books, magazines and design blogs on internet  
Photography, Cooking, Golf.