

## Christine Mukakasa

Amstelveen, The Netherlands

M: +31(0)650 545 054 / E: cmukakasa@icloud.com / <https://www.linkedin.com/in/christine-mukakasa-93a655/>

### EXECUTIVE PROFILE

Fractional Creative Director & Brand Consultant with deep expertise in denim, fashion, lifestyle, and luxury leather. I take a holistic approach to product and storytelling - grounded in authenticity, cultural heritage, and innovation. Proven leader in driving product development, material innovation, and brand narratives from concept to launch. With leadership roles at Levi's, G-Star RAW, and ECCO Leather, and as Co-Founder of MUKAKASA, I combine strategic vision with hands-on execution to deliver collections and campaigns that inspire, grow markets, and nurture creative teams.

### KEY SKILLS and EXPERTISE

#### Creative & Strategic Leadership

Fractional Creative Direction & Brand Consulting  
Business Start-Up & Development  
Inspirational Team Leadership & Coaching  
Board-Level Strategy & Presentations

#### Design & Product Development

Product Research, Design & Development  
Denim Expertise (Fit, Wash, Fabric Innovation)  
Leather Material Innovation & Sustainability  
Archival & Vintage Garment Research  
Trend Analysis & Market Forecasting

#### Commercial & Operational Impact

Driving Turnover & Profit Growth  
Change Management & Process Acceleration  
Financial Forecasting & Budget Management (€5M+)  
Building Global Supplier & Client Partnerships

#### Brand & Storytelling

Brand Building & Identity Development  
Creative & Visual Storytelling (Iconography, Campaigns)  
Art Direction for Photoshoots, Fairs & Digital Content  
Cross-Cultural Narratives #AfriscandiStyle  
Sustainability Roadmaps & Target Implementation

### SELECT PROJECTS and KEY ACHIEVEMENTS

#### Enhancing Brand Marketing | Design Director, G-Star RAW (€500K / 6 months)

Directed creative development for bi-annual **New York Fashion Week shows (2009–2011)**, including talent scouting, atelier setup, fabric sourcing, and brand alignment. Successfully delivered shows generating an average of **€20M PR value per season**.

#### Increasing Turnover & Profit Growth | Design Director, G-Star RAW (3 years)

Established and led a dedicated **SMU team** to develop bespoke collections for key accounts including **Zalando, Macy's, ASOS, and Right-on Japan**. Strengthened client relationships and delivered tailored products within the G-Star DNA, **driving 20–25% account growth and up to €20M annual revenue**.

#### Increasing Turnover & Profit Growth (E-Com) | Design Director, G-Star RAW (1 year)

Redesigned the **creative direction of the e-commerce platform**, including model casting, styling, and visual guidelines, supported by new review processes. Continuous innovation across 2014–2015 delivered an **85% net sales increase**, generating up to **€19.4M**.

#### Sustainability Targets & Product Innovation | Design Director, G-Star RAW (2 years)

Developed and implemented the company's **sustainability strategy and 2020 roadmap**, securing board approval and integrating measurable goals across daily operations. Researched and designed **Raw for the Oceans with Pharrell Williams (2014–16)**, achieving **€13.8M PR value** and successfully reaching the 2020 target of **90% sustainable materials**.



2000 - 2001	<b>Senior Designer</b>	Dockers Europe, Amsterdam, The Netherlands
1998 - 2000	<b>Senior Designer / Creative Manager</b>	Brussels, Belgium
1998 - 1998	<b>Tops Designer</b>	Brussels, Belgium
1995 - 1998	<b>Design Manager</b>	Norden, Helsingborg, Sweden
1994 - 1995	<b>Designer / Stylist</b>	Benelux, Amsterdam, The Netherlands
1993 - 1994	<b>Design Coordinator</b>	Norden, Helsingborg, Sweden

## **EDUCATION**

2016	Leadership & Effective Communication	G-Star Raw, The Netherlands
2002	Various Leadership courses	Levi Strauss & Co, San Francisco, USA
1993	Fashion Design	Royal Danish Academy - Design Copenhagen, Denmark

## **LANGUAGES**

Fluent: Danish, English, Dutch.

## **COMPUTER / SOFTWARE**

MS Office Suite ( Word, Excel, PowerPoint, Outlook ) and Adobe Creative Suite ( incl. Illustrator, Photoshop, InDesign, Lightroom)