

Portfolio



Christine Mukakasa

Executive Creative Director & Brand Strategist · Amsterdam

I lead brand transformation at the intersection of culture, craft, and commercial strategy. Across global fashion, lifestyle, and design contexts, I build creative systems that translate vision into scalable brand value - aligning product, storytelling, and innovation to drive relevance, growth, and long-term equity.

My work operates at executive level, spanning:

- Creative vision and brand direction across multi-channel ecosystems
- Leadership of cross-functional teams spanning design, marketing, product, and innovation
- Repositioning legacy organisations and scaling founder-led brands
- Translating cultural insight and material innovation into clear market propositions

I partner closely with founders, CEOs, and senior leadership to ensure creativity functions as a strategic business driver - not a surface layer.

I work with organisations on a consulting and fractional basis, supporting brand transformation, repositioning, and growth at moments of change

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Christine Mukakasa Portfolio 2025

G-Star RAW - Global Brand Transformation

Role: Executive Creative Leadership

Scope: Global brand, product, runway, wholesale, and digital ecosystems

Context

A global denim brand operating at scale across runway, wholesale, and e-commerce needed clarity as it expanded internationally.

Leadership

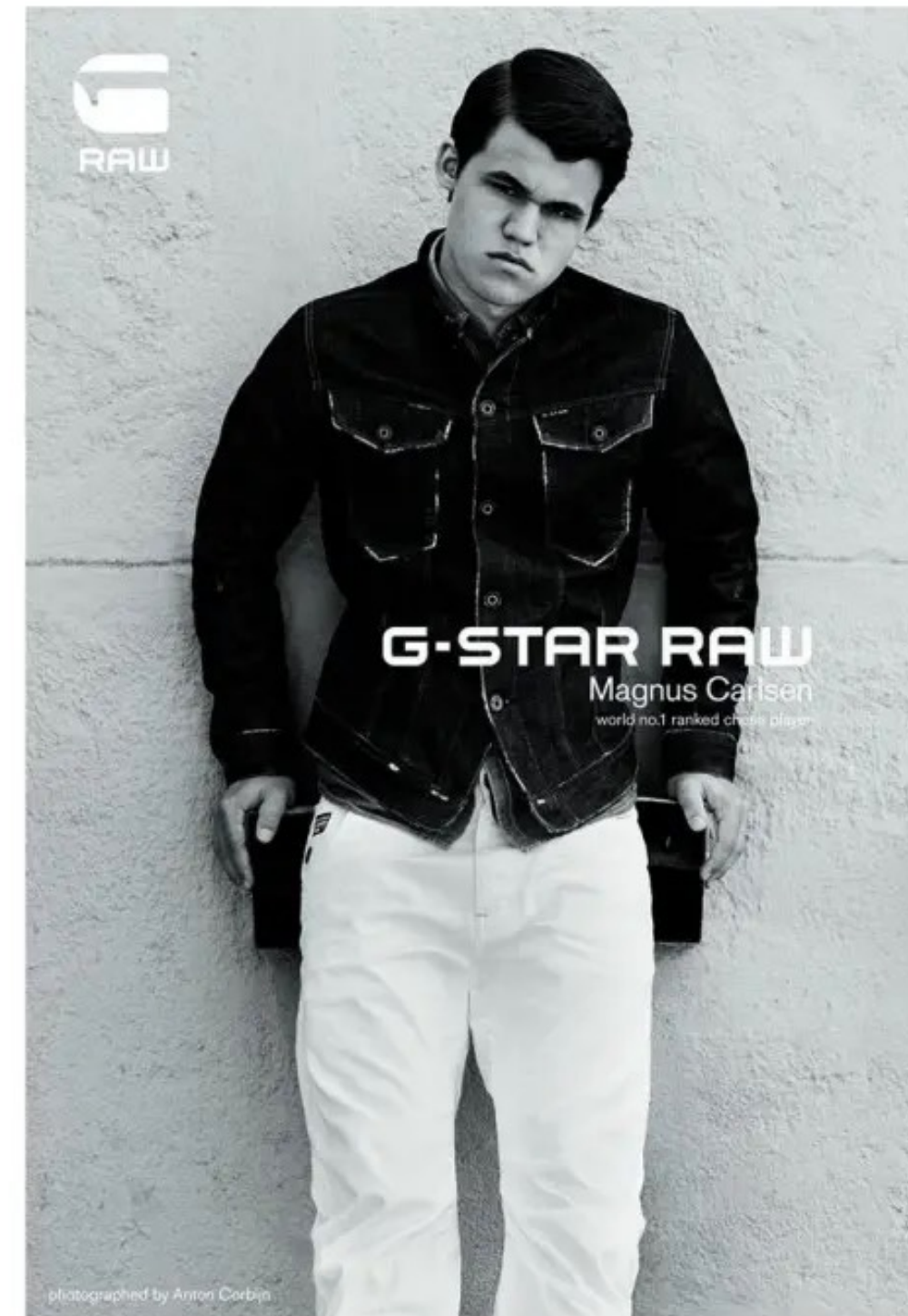
Executive creative leadership across product, New York Fashion Week shows, wholesale collaborations, and digital platforms -aligning brand DNA across all touchpoints.

Impact

€20M PR value per NYFW season

€20M annual revenue via SMU collections

+85% net sales growth in e-commerce



A systemised brand vision that turned cultural relevance into measurable growth.

ECCO Leather - Repositioning a Global B2B Leader as a Creative Partner

Role: Executive Creative Director

Scope: Brand repositioning, creative leadership, innovation, partnerships

Context

One of the world's most advanced tanneries was perceived as a supplier, not a creative partner.

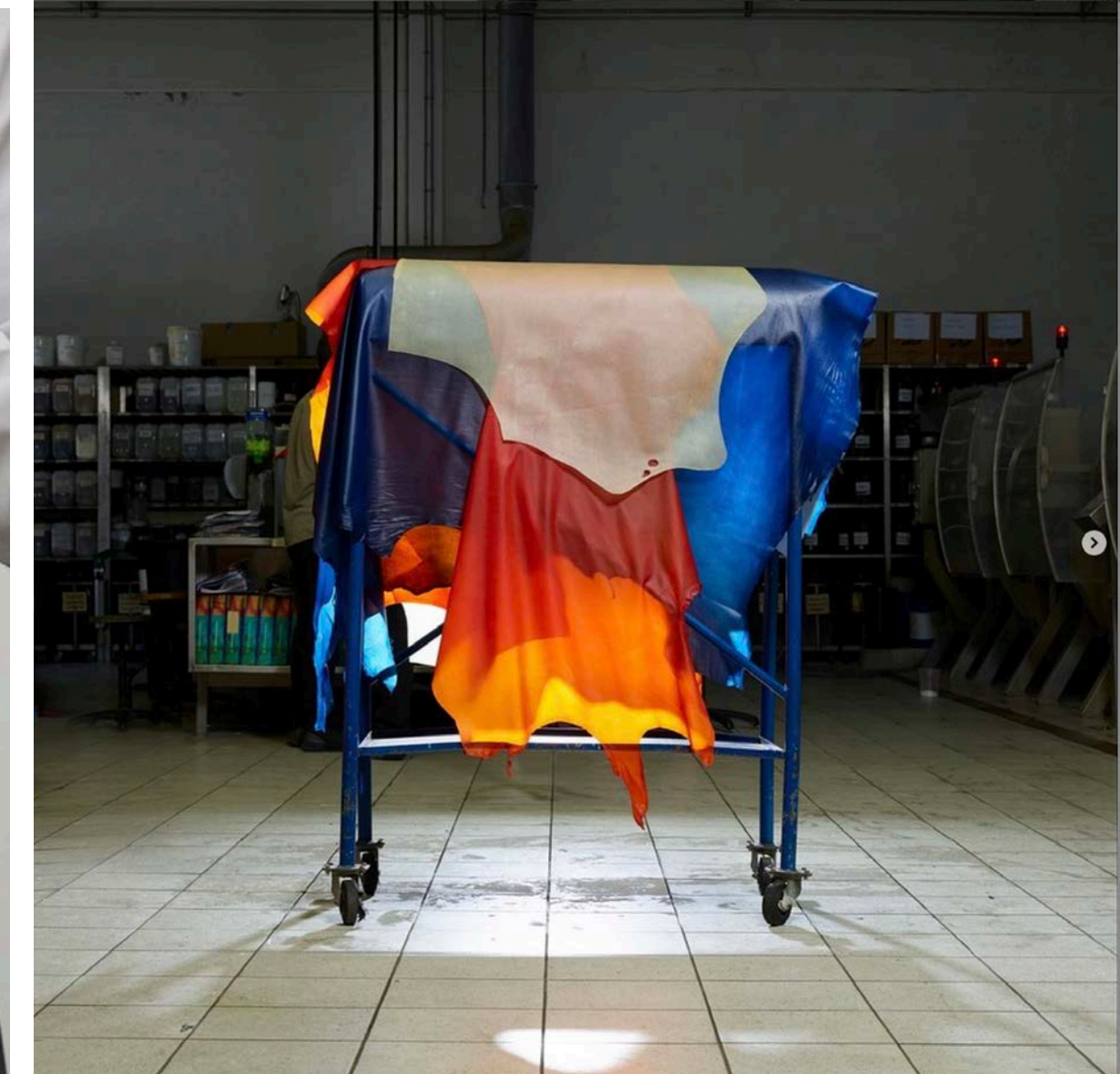
Leadership

Repositioned ECCO Leather as the world's first **designer-led tannery**, embedding creative direction into material innovation, collaborations, and brand expression.

Impact

Shifted perception from supplier to strategic creative partner

Enabled previously unscalable material concepts embedding creative direction into organisational structures, material innovation, and external partnerships



Transforming industrial expertise into cultural and creative authority.

MUKAKASA - Founder-Led Brand Creation

Role: Founder & Executive Creative Director

Scope: Brand creation, creative direction, product strategy, storytelling, launch.

Context

Founded to build a contemporary design brand where African craft is treated as authorship, not inspiration.

Leadership

Founder and Executive Creative Director - defining brand DNA, product strategy, storytelling, and international market entry end-to-end. This founder-led work informs my advisory approach to helping brands define clear vision, narrative, and market entry strategies.

Impact

Successful debut at Maison & Objet & 3daysofdesign

Iconic stackable black pottery collection

Early media visibility and buyer interest



A founder-led vision translated into a culturally grounded, globally relevant brand.

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Sustainability & Innovation Leadership - G-Star RAW & ECCO Leather

Role: Executive Creative Leadership

Scope: Sustainability strategy, material innovation, cultural positioning

Context

Sustainability risked becoming technical noise rather than cultural value.

Leadership

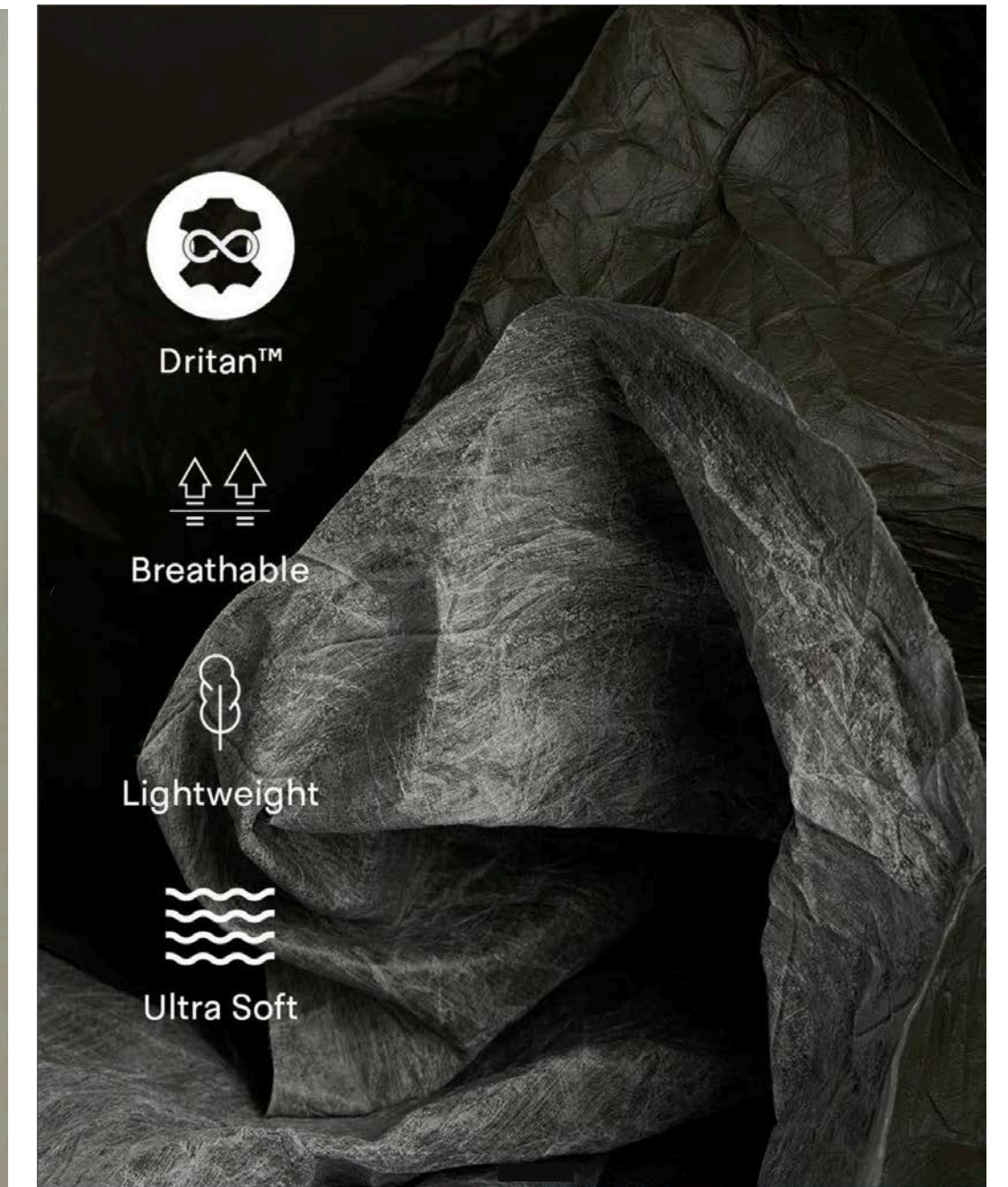
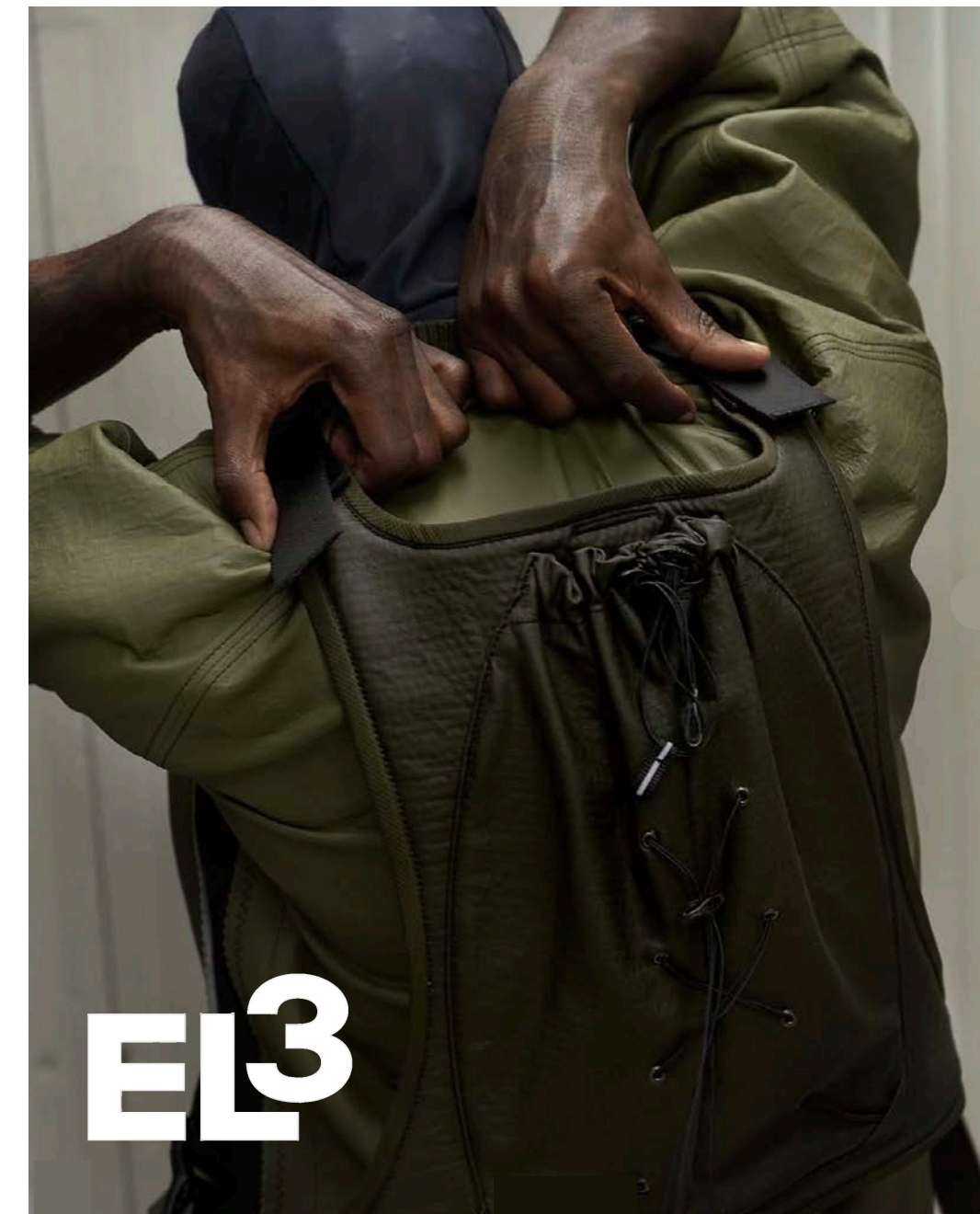
Positioned sustainability and material innovation as creative leadership, embedding it into culture, product, and brand narrative.

Impact

€13.8M PR value

90% sustainable materials achieved at G-Star RAW

New performance-driven material categories at ECCO Leather



When sustainability becomes culture, it scales.

Creative Leadership & Industry Influence

Role: Executive Creative Leadership

Context

High-credibility designers require creative partners, not suppliers.

Leadership

Led concept-to-production collaborations bridging visionary design and material innovation with production reality.

Selected collaborators

Rick Owens · Givenchy · Stone Island · Peter Do · Botter Paris · Wales Bonner

Impact

Enabled radical design concepts to reach production

Established trust-based, long-term creative partnerships

Positioned material innovation as a creative discipline

G I V E N C H Y

Wales Bonner

STONE ISLAND

Rick Owens

LOUIS GABRIEL MOUCHI

B O T T E R

PETER DO



Creative leadership measured by trust, proximity, and influence.

Thank you

Available for executive consulting, brand repositioning, and fractional creative leadership.