

Noemie Jouas-Yosano

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Profile: French and Japanese independent sustainable fashion designer based in London. Creative and innovative - featured in **Vogue**, **Marie Claire**, **The Met Museum**, and many more.

Skills

- Sewing: pattern- making, draping, construction, and use of industrial sewing machines
- Languages: Fluent in English, French and Japanese
- **Features:**
 - Vogue: #VogueCouchCoutureChallenge
 - Teenvogue & Met Museum website: #MetGalaChallenge



Experience

- Founder and Designer, Noé Dresses; London. 2019 – Present
 - Founder of Noé Dresses, a bespoke formal wear brand, working for clients, drafting, fitting and sewing dresses.
 - Designing yearly collections for fashion shows, working only with sustainable materials.
 - Organising photoshoots, liaising with photographers, creative directors and models.
 - Designing and running a website and online store.
- Fashion Design Intern at **Natalia Trevino Amaro LLC** - April 2023
 - Pattern-cutting, construction and hand work on custom orders.
 - Social media content creation of the process, behind the scenes and more.
- Social Media Video Production - 2019 - present
 - Organically growing the page @noedresses across multiple social media platforms: **Tiktok, Instagram Reels, Youtube Shorts** to over **300k followers**. Creation of videos amassing over 12 million views.
 - Participation in relevant trends, identifying genres of videos that amass the most amount of organic engagements.
 - Responding and engaging with commenters, creating a safe and relevant community.
 - Collaboration with major brands such as **SoulCycle, Instagram (Meta)** and Rainbow Fabrics.
- Sales Assistant and Social Media Manager - **Lone Design Club**. 2022 - present
 - Management of dozens of independent designers' pieces in stores located on Regent St, South Molton St and Jermyn St. Manage weekly changing inventory, designers, customer relations, and rotating stock.
 - Social Media: planning, directing and modeling in photoshoots, attractively presenting the designers' clothing and accessories for LDC's 29,000 followers to see. Photographing and assisting in weekly events with VIP members and influencers.
- Seamstress and Sales Assistant at **KooStyle London** - April 2023 - present
 - Alterations of vintage denim, sewing patches, expertly mending torn areas, designing and sewing creative and unique looks onto vintage denim using patches, contrasting thread and other accessories. Done on a Juki DDL 8700 & 8100.
 - Managing sales in their three locations in Camden Town.

Experience (cont)

- Fashion Shows - 2020 - present
 - Showcasing Showcasing 12-look collections at the following shows:
 - Mindful Moda for Mother Earth (Los Angeles) 2023
 - **London Represents (LFW)** 2022 & 2023
 - **The Serenity Project (Oxford University)** 2022 & 2023
 - Catwalk Charity Fashion Show 2020 - 2023, Edinburgh Charity Fashion Show,
 - St. Andrews Charity Fashion Show
 - Sitara Charity Fashion show 2022
 - Making collections entirely from second hand materials sourced from various places including communal bins, local theatres and more.
- Head of Costume Department, **The University of St. Andrews Performance Art Fund** - 2019 - 2021
 - Manager of the costume room in the **Barron Theatre** - the only fully student run theatre in the UK. Responsible for thousands of costumes; renting, cleaning and organisation.
 - Creation of a website to fully digitize all costumes available and creation of an online costume booking system.
 - Full responsibility of making and sourcing costumes for over a dozen shows including: Into the Woods, High School Musical, Midsummer Night's Dream, and more. Working with the director, actors and production team to curate a selection of custom costume that aligns with the show's vision.
- Co-founder of Cambio – October 2019
 - Sourcing, curating and selling a selection of vintage and second hand clothing.
 - Upcycling fabric scraps and unsellable clothing into wearable and trendy pieces.

Education:

- **School of Fashion Design**, Boston. 2019 - 2022. Classes including Pattern-making 1 & 2, Construction 1 & 2, French Draping 1 & 2, Fashion Sketching, Couture Detail,. Grades: A- to A+
- **Central Saint Martins**, London. Course in Experimental Fashion Design - 2020
- **University of St. Andrews**, 2:1 in MA Business Management (Undergraduate) 2017 - 2021
 - Repeat guest speaker for the module Entrepreneurship & Creativity - 2020 & 2021. Sharing my experiences as a student business owner.

Awards and Features:

- Feature in Vogue's top [#VogueCouchCouture](#) participants on Instagram.
- [Met Gala Challenge](#) photos sold to **Instagram** for £570 to use for ad campaign.
- £500 from the Student Project Fund by the university Student Union to fund the [Catwalk Collection](#).
- £1000 funding from the Enterprise Pitch Event. Used to purchase capital for Noé Dresses including an industrial sewing machine, pattern making table, website, etc.

References available upon request: Natalia Trevino Amaro, Kenny Edwards