

Natali Cheung

Fashion Designer . Conceptual Designer . Fashion Stylist

Surabaya 60187

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WORK EXPERIENCE

FREELANCE FASHION STYLIST

Natali Cheung .com - Indonesia ; New York ; San Francisco - 2008 to Present

Projects: Bollyx the Bollywood Workout Video and Editorial, Styling for Darwis Photography Studio Photography, Music Video

Video Shoot: Gas Pedal, Sage the Gemini ft. iamsu, Music Video Shoot: Laura Wolfe, Exposed ; Editorial Photoshoot Bay

Fashion Magazine & Inspirare Magazine. Test Photoshoot for City Model Agency, J Model Agency, and Scout Model Agency.

Catalog Manager

Mataharimall - Jakarta - April 2016 to November 2016

Manage the appearance of the website, and create a content and visual for newsletter, social media, and website upload. Maximise the budgeting use and translate that to different kind of form started from Website, Newsletter, Social Media , and customer behaviour research.

Assistant at BMW

Agency Capsule Womens Spring - June 2014 to August 2014

JUNIOR RTW ONLINE STYLIST / LOOKLET, VENUE PRIVEE

AMERICAN EXPRESS - March 2014 to July 2014

Responsibility: Working as shooting coordinator to produce all ready to wear images for e-commerce catalog. Style and shoot on figure mannequin styling. Style with the high shot count number from 80 to 100 images/day. Working with the Sample coordinator to ensure the flow of the production which include; take and return merchandises from and to Fashion Closet, make a report about faulty and damages item.

FASHION STYLIST

NET A PORTER LLC - New York - October 2013 to March 2014

Responsibility: Assist Stylist and Photographer in daily running studio. Prepare stock for shooting (remove labels, steam, iron,

press). Keep an updated record of stock received from Sample Department. Return sample to Sample Department with right

labels/documentation. Run the computer system to key in the product number to be upload in e-commerce website. Involve in

Project such as muse, street style icon for both Mr. Porter and Outnet.com.

Quality Control Inspector

Dresser at The Libertine NYFW - 2013 to 2014

Responsibility: Unpacked, Packed, Steam, Quality Control of the Outfit.

ASSISTANT FASHION STYLIST

Styling for Darwis Photography Studio Photography - July 2012 to July 2013

Responsibility: Packed, Unpacked, Steamed, managed inventory, backstage fashion show.

Projects: Bar Method Indoor Photoshoot, Alpha Khaki Dockers video photoshoot, MaxMara Fashion Show in Saks Fifth Ave,

Eileen Fisher Fashion Show in Saks Fifth Ave, Debutante Fashion Show in Saks Fifth Ave, Belle E Toille Photoshoot, Contemporary Fashion Week, Giambattista Valli Fashion Show, Zac Posen Fashion Show, Fashion Presentation for Fall Collection 2013 for

Saks Fifth Avenue, Tantalum Magazine Beauty Shot for September 2013 Issue with Billy Winters.

Assistant

Tome NYC Fashion Presentation -CFDA - 2013 to 2013

Finalist .Responsibility: Preparation for New York Fashion Week 2013

(Hand sewing, Pick Up Inventories, Manage Inventories, Backstage Fashion Show)

EDUCATION

BFA in fashion design

ACADEMY OF ART UNIVERSITY - San Francisco, CA

March 2013

Certificate in photography

BROWARD COMMUNITY COLLEGE

2008

SKILLS

Fashion Stylist, Fashion Design, Menswear, Womenswear, Conceptual, Visual , E commerce, Catalog, Cookbook, Behind the Sence, (5 years)

LINKS

<http://www.natalicheung.com>

ADDITIONAL INFORMATION

KEY STRENGTHS

- Create a Concept Moodboard. -Menswear Styling. - Still Life Styling. -Create a Calling Sheet. -Manage Clothes.

- Trend and Direction research. -Womenswear Styling. - Editorial Styling. -Model Booking

- Ability to interpret fashion. -Product Styling. - Life Style Styling. -Location Scouting