

MARINA SASSERON DE OLIVEIRA CABRAL

DESIGNER, FASHION RESEARCHER, EDUCATOR
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ACADEMIC BACKGROUND

2021	MA CREATIVE INDUSTRIES Radboud University - Netherlands
2018	MA FASHION STRATEGIES ArtEZ - Netherlands
2017	PRE-MASTERS IN ARTS AND CULTURE Radboud University - Netherlands
2004	BA FASHION DESIGN Senac - Brazil

WORK EXPERIENCE

EDUCATION	I have been developing educational concepts and contents; organizing and leading workshops that explore the performativity of clothing, research methodologies for a critical approach to design and non-colonial relations to clothing and fashion.
02.2020	WORKSHOP NOT EXOTIC ENOUGH - Rietveld Academie - NL
07-12.2019	CREATE SPACE: A DE-DISCIPLINARY RESEARCH STUDIO - A collaborative minor programme between ArtEZ and Radboud University - NL
04.2019	WORKSHOP PARLIAMENT OF CLOTHES - Embodied Research Seminar, BA students HKU - NL
03.2019	WORKSHOP PARLIAMENT OF CLOTHES - Spring School Create Space, MA students ArtEZ and Radboud University - NL
2014	LECTURE FASHION DESIGN STUDENTS - Escola São Paulo - BR
2008	LECTURE AT II FÓRUM SENAC DE MODELAGEM - Senac - BR
RESEARCH	I researched for artistic projects and academic publications.
2017-2019	STUDENT ASSISTANT, DR. DANIËLLE BRUGGEMAN - ArtEZ Fashion Professorship - NL
06.2018	PORTAL 002 A RESEARCH PROJECT BY ELISA VAN JOOLEN - Biennial State of Fashion - NL
PUBLICATIONS	I published essays in independent publications focused on artistic research and critical fashion practices.
2019	PARLIAMENT OF CLOTHES: MOVING FROM FASHION VICTIMS TOWARDS CLOTHING CITIZENS - Graduation Project Publication

- 2018 INTERVIEW WITH OSKAR METSAVAHT
- APRIA ArtEZ Platform for Research Interventions of the Arts - NL
- 2018 "LAYERS OF LUXURY"
- A Magazine Reader 01, Femke de Vries and Hanka van der Voet (eds.)- NL
- 2018 "PRICELESS"
- PORTAL 001 Reader by Elisa van Joolen - NL
- 2018 "HOW DO YOU KNOW WHO MADE YOUR CLOTHES?"
- With Cinzia Magnani, PORTAL 001 Reader by Elisa van Joolen - NL

ART DIRECTION I worked as a freelance art director and costume designer for publicity films and programs in online channels in Brazil.

- 03.2016 ONLINE FILM WITH MICA ROCHA FOR L'OREAL PARIS
- Costume design - BR
- 04.2016 YOUTUBE MAKE UP CHANNEL MEU GLITTER, MINHA VIDA
- Costume design - BR
- 07.2016 DIÁRIO DE UMA VEGANA FOR GNT (GLOBO BROADCASTING)
- Art director - BR

FASHION DESIGN I collaborated as creative director, team coordinator and fashion designer in ready-to-wear and high-end brands, as well as conceptual designers in São Paulo-BR. My work spanned from the creation of concepts and trend reports for collections to the research of materials (Première Vision Paris) and product development with Brazilian and Chinese suppliers. The pieces I created were presented at fashion shows in São Paulo and New York. I also contributed with visual merchandise, styling for look books, advertising campaigns and sales conventions. Having my own brand improved my knowledge about strategies in general, but mainly those related to e-commerce, marketing and online content.

- 2012 - 2015 NUAGE
- Co-owner and creative director womenswear, online store - BR
- 2011 FILLITY
- Coordinator design womenswear team, retail - BR
- 2009 - 2010 ELLUS JEANSWEAR - INBRANDS GROUP
- Fashion designer womenswear, retail - BR
- 2006 - 2008 ALEXANDRE HERCHCOVITCH
- Fashion designer womenwear and menswear, conceptual - BR
- 2001 - 2006 HUIS CLOS
- Fashion Designer womenswear, high-end - BR

INTERNSHIP

- 06-09.2018 RUBY HOETTE
- Goldsmiths University of London - UK
- 05-07.2018 ELISA VAN JOOLEN
- Art practitioner - NL
- 04.2018 JUDITH TER HAAR
- NL

SKILLS

Design
Concept development
Teamwork
Creativity
Microsoft Office
Pattern Making
Sewing
Photoshop + Indesign

LANGUAGES

Portuguese: native speaker
English: proficiency
French: basic