

NATALIE JOOS

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PROFILE

Natalie Joos is a writer, designer and seasoned fashion persona who has spent the last 28 years in New York and Los Angeles building a career in fashion that spans a wide range of roles and skillsets. She now resides in Brussels.

EXPERIENCE

FOUNDER, CREATIVE DIRECTOR, DESIGNER / JOOSTRICOT

LOS ANGELES, 2016 - PRESENT

I launched JoosTricot to satisfy a personal need for a fitted sweater. My first retail accounts were Barneys, Net-A-Porter, Matches, Moda Operandi, Browns and Kirna Zabete. At the moment JT is in a transition phase and run as a one-woman operation. I do EVERYTHING.

- Design all the shapes and styles for each collection
- Work closely with the technical designer in LA on tech packs, CADs and sample development
- Yarn research, sourcing and testing. Attend international yarn fairs
- Prepare the line sheets for each collection, including WS and RRP
- Conceptualize all look book and e-commerce shoots, including model casting, production, edits and lay-outs
- In direct and daily communication with the China manufacturer, discussing yarns, swatches, sampling, cost pricing, production orders, shipments, and invoices
- Run the Instagram, Facebook and Tik Tok accounts
- Maintain and update the JoosTricot webshop, adding new product, designing banners, creating and announcing sales
- Graphic design, write and send out newsletters, including to affiliate networks
- Communicate with buyers and store owners to secure orders and shipments
- Proficient in Zedonk, Photoshop, Klaviyo, Canva, InDesign, Shopify

FREELANCE STYLIST, CONSULTANT

NEW YORK, 2012 - 2019

Due to my rise and popularity as a fashion influencer I had the opportunity to work as a stylist, photographer, writer or creative director with brands like Chloe, Loewe, Diane Von Furstenberg, Chanel, Max Mara, Les Copains, Hue, & Other Stories etc. I frequently styled for Russian Harper's Bazaar, V magazine, Teen Vogue and other publications.

BLOGGER, INFLUENCER / TALES OF ENDEARMENT

NEW YORK, 2010 - 2018

Tales of Endearment was one of the first big fashion blogs. The main subject was related to my greatest passion: vintage. I photographed high profile people who shared my love for vintage and showcased their interiors with a written profile. I also posted my Look of the Week outfits. In this sense I was one of the pioneers of what is now a multi-billion dollar content creator industry. I was also heralded and repeatedly photographed as one of the Best Dressed when the street style culture exploded.

CASTING DIRECTOR / NATALIE JOOS CASTING

NEW YORK, 2003 - 2012

Fun fact: I appeared in the trailer and documentary, 'The September Issue' about Anna Wintour.

- Runways shows: Phillip Lim, Hugo Boss, Charlotte Ronson, Helmut Lang, Jill Stuart, Jeremy Scott, Bruno Pieters, Karen Walker, Mark Fast, Theory, Zac Posen, etc.
- Photographers: Mario Sorrenti, Paola Kudacki, Sebastian Faena, Mark Seliger, Platon, Hans Feurer, Jem Mitchell, Chad Pitman, etc.
- Campaigns: Rocawear, Clinique, Benetton, Dior Homme, Lacoste, Theory etc.

STUDIO MANAGER / CRAIG MCDEAN

NEW YORK, 1998 - 2003

I was Craig's first Studio Manager. I was initially hired to produce a book for him on a part-time basis, but eventually given a visa and a job. My position grew with time.

- pre- and post-production of all editorial and campaign shoots in collaboration with Art + Commerce, M&M Paris, Box Studios, and other vendors
- Organize all model go-sees, polaroid data base and assist with casting for all shoots
- Take care of Craig's personal, logistic and financial needs
- Maintain his schedule and appointments
- Organize the archive of prints and contact sheets - this was the pre-digital era!

PERSONAL ASSISTANT / GLENN O'BRIEN

NEW YORK, 1997 - 1998

I met Glenn through Cornelia Lauf, then-wife of Joseph Kosuth, for whom I was working as a publishing assistant.

- run errands
- Maintain social calendar and contact list
- Assist with the launch of his book 'Soap Box'

EDUCATION

UNIVERSITY OF GHENT, BELGIUM – JOURNALISM 1996
LONDON COLLEGE OF FASHION – FASHION MEDIA 1997

AUTHOR

TALES OF ENDEARMENT, MODERN VINTAGE LOVERS AND THEIR EXTRAORDINARY
WARDROBES - 2017