

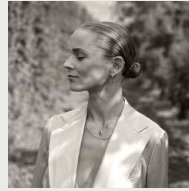
SARAH VAN OURS  
FASHION DESIGN & ILLUSTRATION

## ABOUT

My name is Sarah van Ours, an Amsterdam-based fashion designer with over ten years of experience bringing ideas to life through collection storytelling. From first sketch to final product, I combine creativity, technical expertise, and market knowledge to create designs that connect with both brands and their customers.

Design is about more than creating something beautiful. Through attention to detail and balancing quality with functionality, each design develops its own distinct character while contributing to a cohesive story. Whether developing tailored suits or heritage foundation pieces, I guide each stage with dedication and a clear purpose.

# RESUME



## CONTACT

Sarah van Ours  
+31(0)619967435 Phone  
Sarahvanours@gmail.com Mail  
www.sarahvanours.com Web

## EDUCATION

Artez academy of art and design  
Bachelor fashion design  
Arnhem, the Netherlands  
*Graduated in 2013*

Goois Lyceum  
Atheneum, A-level equivalent  
Bussum, the Netherlands  
*Graduated in 2008*

## GELDERLAND VALORISEERT RESEARCH FUND

Working alongside two other designers, I received two grants from the Gelderland Innovation Fund to research advanced techniques in material design, focusing on 3D printing on fabrics and mechanical tattooing on leather  
*Completed in 2014*

## INTERNSHIP

Preen by Thornton Bregazzi  
Focus on fashion and print design  
Designing prints for the FW12 and SS23 collections  
London, the United Kingdom  
*Completed in 2012*

## CREATIVE SKILLS

- Transforming concepts into cohesive, market-ready collections.
- Designing garments and accessories with purpose and precision.
- Aligning creative vision with commercial and brand needs.
- Sourcing materials with in-depth fabric and textile expertise.
- Creating prints and patterns that align with collection themes.
- Developing precise technical illustrations for seamless production.
- Preparing comprehensive tech packs and production guidelines.
- Overseeing fittings to achieve consistent and exceptional fit.
- Proficient in Adobe Suite: Photoshop, Illustrator, and InDesign.
- Working with cross-functional teams to bring concepts to life.

## RH, SENIOR DESIGNER

*January 2021 - November 2024*

As Senior Designer at RH, a global luxury lifestyle brand based in San Francisco, I led the creative process for a new fashion line from concept to final product. I designed collections that aligned with the brand vision, sourced premium materials, and worked closely with fabric houses, factories, and trimming specialists to maintain exceptional quality standards.

## SUISTUDIO, DESIGNER

*January 2017 - January 2021*

At Suistudio, the sister company of Suitsupply, I focused on designing tailored womenswear collections. This involved guiding each step of the process - from concept development and detailed sketches to comprehensive tech packs, fittings, and final products. Each collection balanced traditional tailoring techniques with a modern and a feminine twist, defining a new direction in women's suiting.

## FREELANCE DESIGN

As a freelance designer specializing in fashion, textile, and illustration, I take on select projects that benefit from my expertise in design, fabric, and fit. While maintaining full-time roles, I choose projects strategically to ensure dedicated attention and exceptional quality for each client. A selection of my work is shown on the following pages.

# CURATED SELECTION OF FREELANCE WORK

## FORM & REFINE

*2024, San Francisco*

Workwear, bag, and accessory design for external clients.

## RF

*2022, Amsterdam*

Concept development, fashion design, illustration, trend forecasting.

## GEBROUWEN DOOR VROUWEN

*2019-2023, Amsterdam*

Branding, packaging design, book design, and illustrations.

## EDWIN VAN DER HOEK

*2016-2021, Amsterdam, Asia*

Concept development, fashion design, illustration, trend forecasting.

## SUITSUPPLY

*2016-2021, Amsterdam*

Developing an online custom-made program through illustrations.

## 4-OPTIONS

*2014-2021, the Netherlands*

Concept development, fashion design, illustration, trend forecasting.

## RANDSTAD

*2015-2019, the Netherlands*

Book design and illustration for corporate and educational use.

## ROOTS

*2019, the Netherlands*

Concept and logo design

## SHOP AROUND

*2014-2017, Amsterdam*

Illustration assignments for branding and marketing campaigns.

## CREATIVE SYNDICATE

*2014-2017, Paris*

Illustration assignments for branding and marketing campaigns.

## CHIA HERR

*2015-2019, Asia*

Textile and print design with a focus on innovative materials.

## RUTTE DISTILLERY

*2019, The Netherlands*

Rebranding visual identity with custom illustrations.

## TIJDSTROOM

*2017, The Netherlands*

Book design and illustration for publishing projects.

## REPLAY

*2016, The Netherlands*

Accessory and active wear design for retail collections.

## AGU

*2016, The Netherlands*

Accessory and active wear design for retail collections.

## HET KAUFHAUS

*2014 - 2016, The Netherlands*

Textile design for jersey goods

## MODERN MUSEUM OF ANTWERP

*2016, Belgium*

Exhibited illustrations in a curated showcase.

## DINGZING

*2014-2015, Asia*

Concept development, fashion design, illustration, trend forecasting.

## SHINGKONG

*2014-2015, Asia*

Concept development, fashion design, illustration, trend forecasting.

## DUOPEL

*2014, Taiwan*

Concept development, fashion design, illustration.





*RH Iconic: foundation pieces - Concept*

## RH ICONIC FOUNDATION PIECES

The vision of RH Iconic redefines the relationship between people and their wardrobes, focusing on timeless design and exceptional quality. Each design returns to its roots, shaped by thorough research and a clear understanding of garment origins. By enhancing iconic elements and removing the unnecessary, each piece is reimagined for today's world.

Every design choice is guided by simplicity, creating functional and versatile pieces that effortlessly integrate into any wardrobe. Premium materials and exceptional craftsmanship ensure each garment stands the test of time, both in design and functionality. These foundational pieces are designed to be seamlessly combined, offering endless styling options that allow individuals to express style with confidence for any occasion. The result is a wardrobe that works effortlessly, allowing individuals to focus on what matters most: realizing their potential.



*RH Iconic: foundation pieces - Women*





*RH Iconic: foundation pieces - Men*



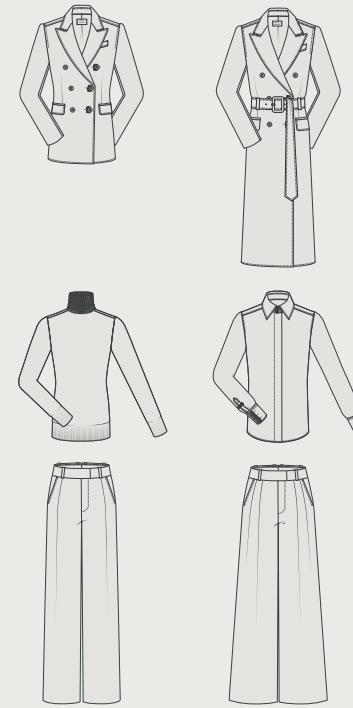
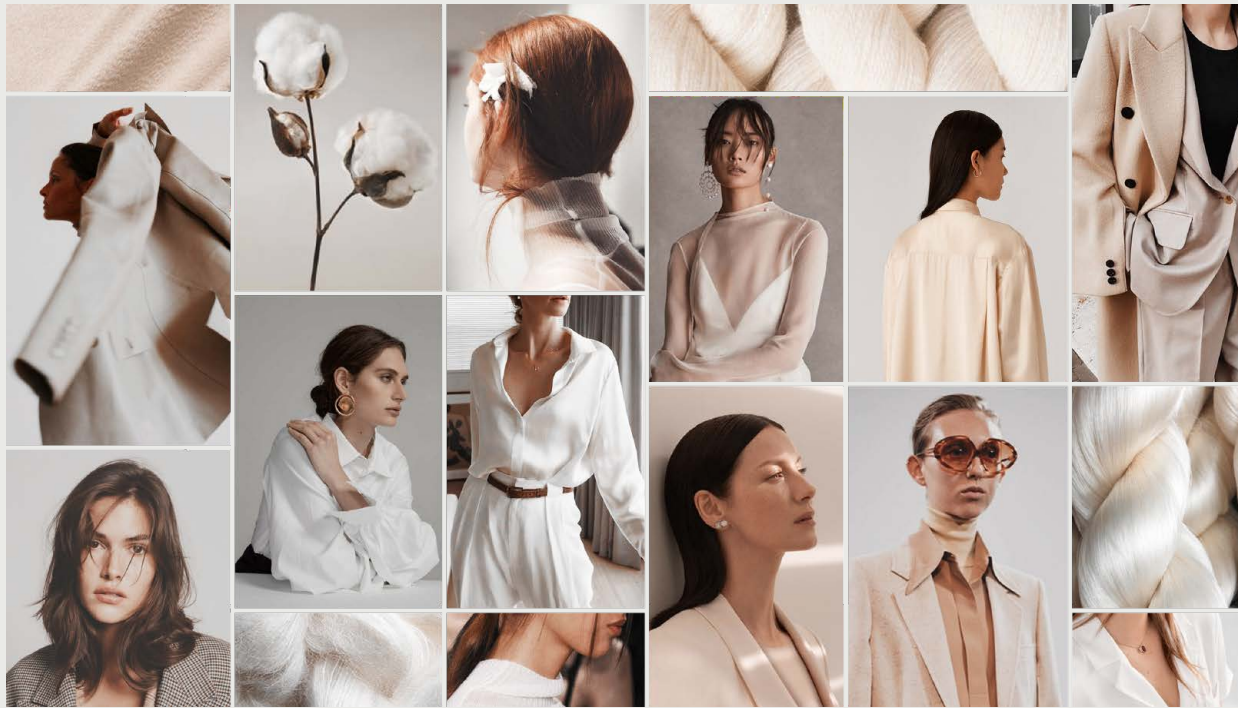
## CONTEMPORARY TAILORING WOMEN

The women's suit has evolved from a formal statement to a symbol of strength and femininity, reimagined by leading fashion houses. This collection redefines its modern relevance, blending heritage with contemporary craftsmanship, premium fabrics, and a focus on refined details to reimagine women's tailoring for today's world.



*RF: Contemporary Tailoring - Women*





RF: Contemporary Tailoring - Women



## CONTEMPORARY TAILORING MEN

The suit, a timeless staple in men's wardrobes, is reimagined to break away from traditional dress codes. Tailoring has evolved, liberating the suit from strictly formal settings. This collection redefines its versatility by introducing modern color palettes, high-quality fabrics, and refined cuts, creating pieces that transition seamlessly across different occasions.



*RF: Contemporary Tailoring - Men*





*RF: Contemporary Tailoring - Men*



*RH Guesthouse: Loungewear Collection - Women*



## LOUNGEWEAR COLLECTION

In 1925, Vogue declares the pajama 'à la mode,' showcasing ensembles like Elsa Schiaparelli's satin pajama set with a shocking pink housecoat. By 1960, Princess Irene Galitzine redefines lounge attire with her 'Palazzo Pajamas' for the jet set. A beautiful dressing gown and luxurious pajamas become an indulgence, embodying exclusivity and a truly lasting experience. This collection is designed for RH Guesthouse, a luxury hotel chain within the company. Each fabric pattern is hand-drawn, inspired by the facades of the hotels.





*RH Guesthouse: Loungewear Collection - Women*

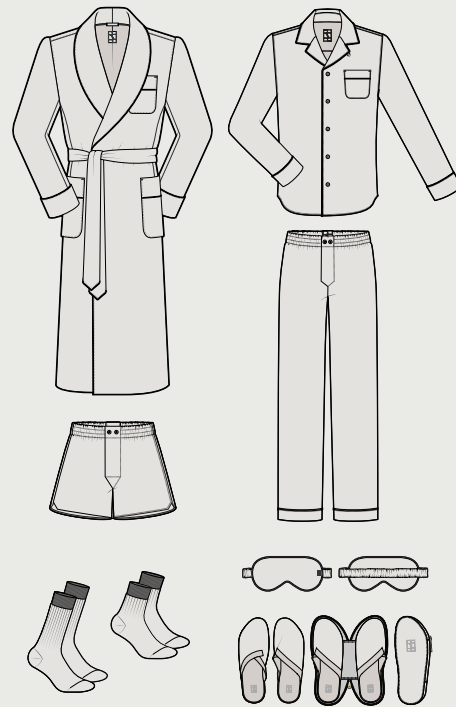


## LOUNGEWEAR COLLECTION MEN

Drawing inspiration from the loungewear of icons like Cary Grant, Fred Astaire, and James Bond – who perfected the art of *‘dressing to relax’*. This collection celebrates uncompromising luxury. Designed for those who understand that true style goes beyond appearance, it aims to make you feel exceptional and exude confidence. This collection is designed for RH Guesthouse, a luxury hotel chain within the company. Each fabric pattern is hand-drawn, inspired by the facades of the hotels.

*RH Guesthouse: Loungewear Collection - Men*





*RH Guesthouse: Loungewear Collection - Men*



*RH One: Air Hostesses Collection - Women*



## AIR HOSTESSES COLLECTION

Inspired by the Golden Age of flying, this capsule collection reimagines timeless elements from classic flight attendant uniforms. Designed with interchangeable, trans-seasonal garments, it creates a versatile and enduring wardrobe that embodies signature class, exclusivity, and quality—designed to transcend fleeting trends and endure over time.







## THINK PINK

Tailoring isn't just for the office - it's a statement, a celebration, and a dose of joy. Inspired by the 1950s film 'Funny Face', this collection combines soft pinks and lilacs with sharp silhouettes. Each piece is designed to inspire confidence, offering playful designs for women who embrace their feminine power with grace and a touch of fun.



*Suistudio: Capsule Collection - Think Pink*





## JUNGLE FEVER

Drawing inspiration from the 1985 classic 'Out of Africa', the collection features belted jackets with oversized patch pockets, pleated shorts, and utility blouses with epaulets and sharp collars. Made from breathable, lightweight fabrics in neutral safari tones, it seamlessly combines practicality with sophistication.



*Suistudio: Capsule Collection - Jungle Fever*



HAND SET  
COLLAR



NEAPOLITAN  
SEAM



KISSING  
BUTTONS



ROLLING  
LAPEL



HANGER  
LOOP



INSIDE JETTED  
POCKET



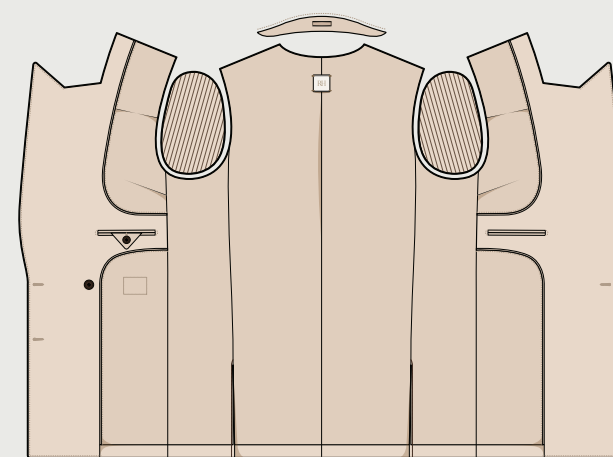
AMF  
STITCHING



PIPING &  
COLOMBIA ST.



SOFT  
SHOULDER



WOOL SILK  
LINEN



BEMBERG  
BODY (CU)



BEMBERG  
SLEEVE (CU)



HORN  
BUTTONS

*Selection of tech packs: The Tailored Jacket*





CLASSIC  
COLLAR



WORKING  
CUFFS



BUTTON  
CLOSURE



CHEST  
POCKETS



SIDE  
ADJUSTERS



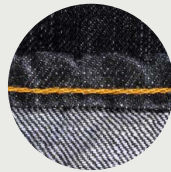
FISH TALE  
BUTTONHOLES



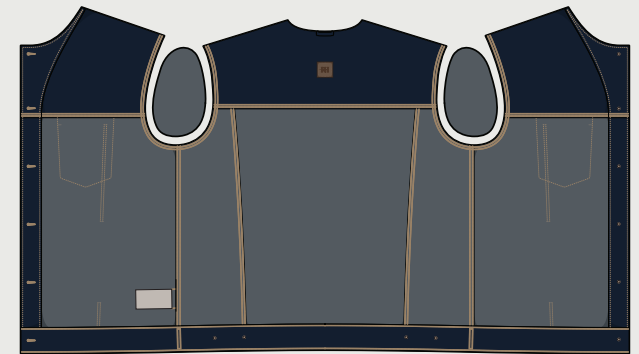
HEAVY DOUBLE  
TOPSTITCHING



BAR TACKS &  
ENGLISH SEAMS



CHAIN  
STITCHING



DENIM  
COTTON



BRASS  
SHANK

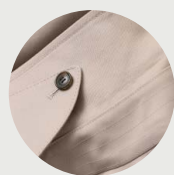


SUEDE  
MAIN LABEL



RIBBED  
TAB

*Selection of tech packs: The Denim Jacket*



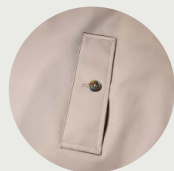
ZIGZAG STITCH  
UNDER COLLAR



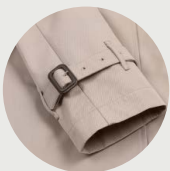
THROAT  
LATCH



BUTTONED  
EPAULETS



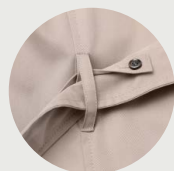
WELT  
POCKETS



SLEEVE  
STRAPS



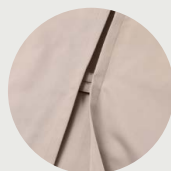
BACK  
YOKE



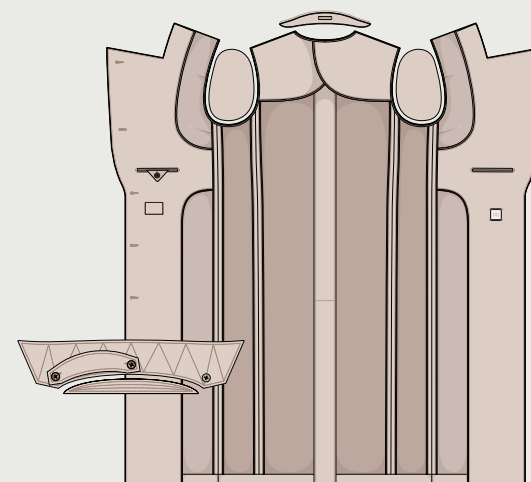
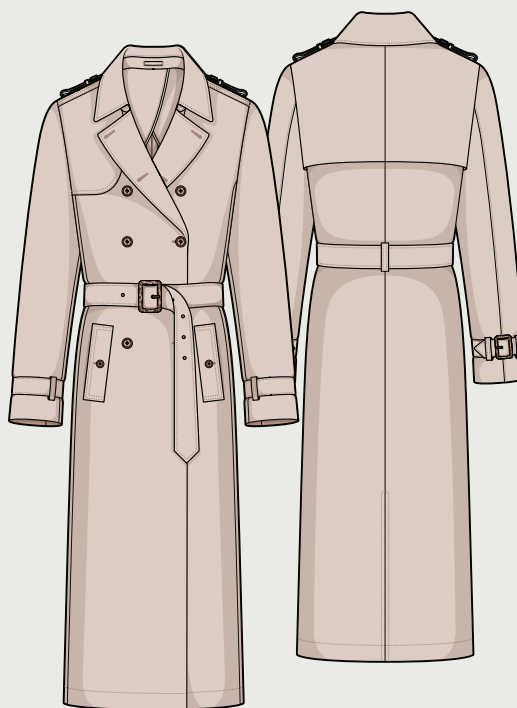
BELT  
FASTENING



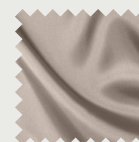
KEYHOLE  
BUTTONHOLES



BACK VENT W.  
BUTTON TAB



COTTON  
GABARDINE



BEMBERG  
LINING



TORTOISE  
BUTTONS



TORTOISE  
BUCKLES

*Selection of tech packs: The Trench Coat*



**COLLAR**  
Constructed with two reinforced pieces and interlining to maintain its distinct shape.



**COLLAR STAYS**  
Detachable stays that provide structure, preventing tips from curling or bending during wear.



**LILLY STITCH**  
A subtle stitch resembling a lily flower, adding an elegant artisanal touch.



**MOP BUTTONS**  
Natural mother of pearl buttons, known for their rich color and exceptional durability.



**STITCH DENSITY**  
With 23 stitches per inch, the edges are reinforced to resist curling and improve durability.



**OFFSET SEAMS**  
Angled seams for optimal comfort and mobility, ensuring sleeves drape naturally.



**SHANK STITCH**  
Wrapped mounting thread that creates a gap, ensuring a secure and long-lasting fastening.



**BUTTONHOLE**  
Densely stitched with 120 stitches for reinforcement, durability, and to prevent gaping.



**GUSSET**  
Designed to reinforce seam edges, and prevent wear and tear from frequent tucking and untucking.



**STAY POCKET**  
Hidden within the inner lower shirt placket, designed to store and protect collar stays.



**SPLIT YOKE**  
Diagonally cut to provide added stretch, enhancing flexibility and ease of movement.



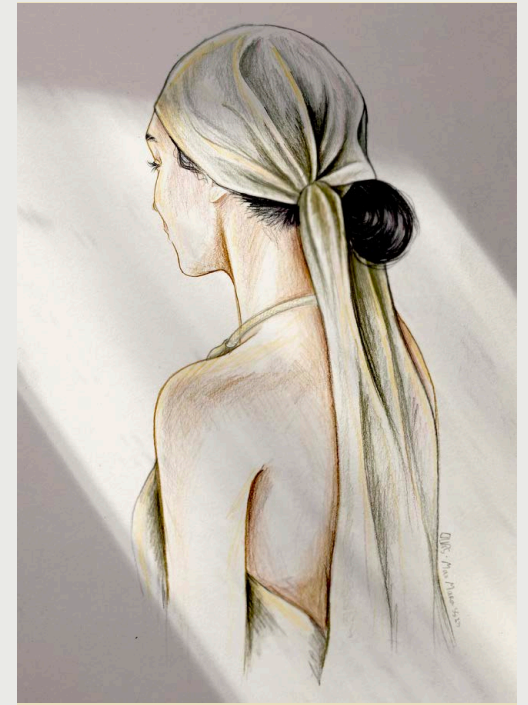
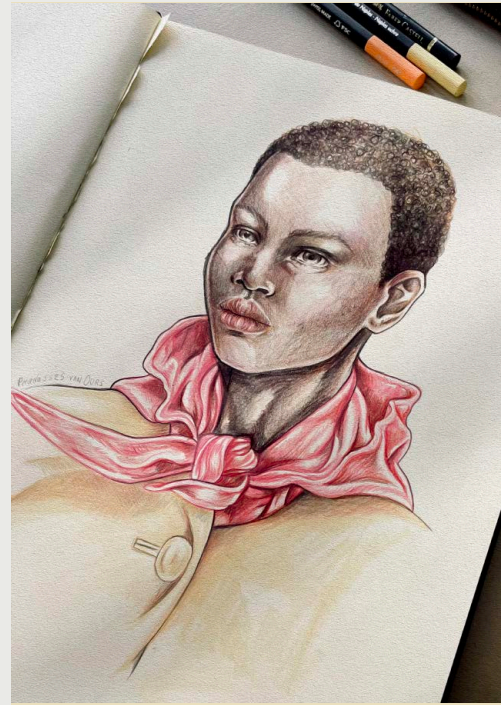
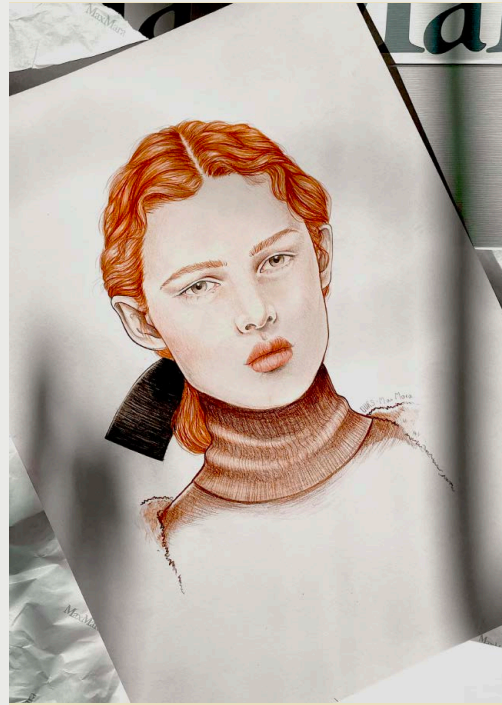
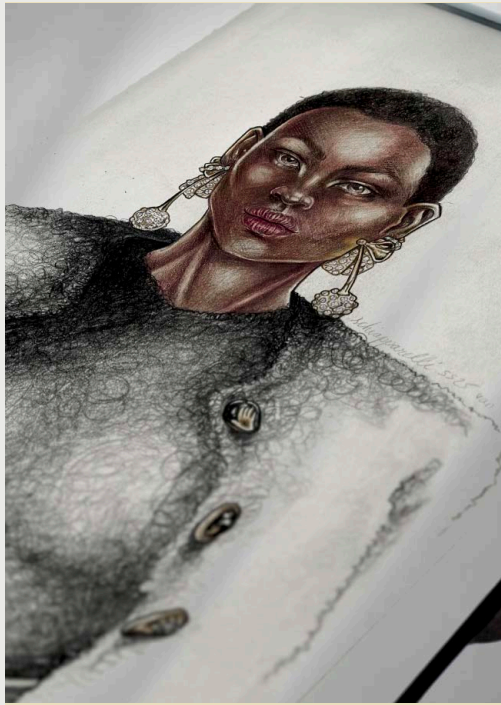
**ENGLISH SEAMS**  
Single stitchline to ensure smooth, refined seams and prevent interior puckering.

## THE ANATOMY OF THE SHIRT

For a global shirt brand, I visualized their custom-made program, highlighting the craftsmanship of premium shirts.

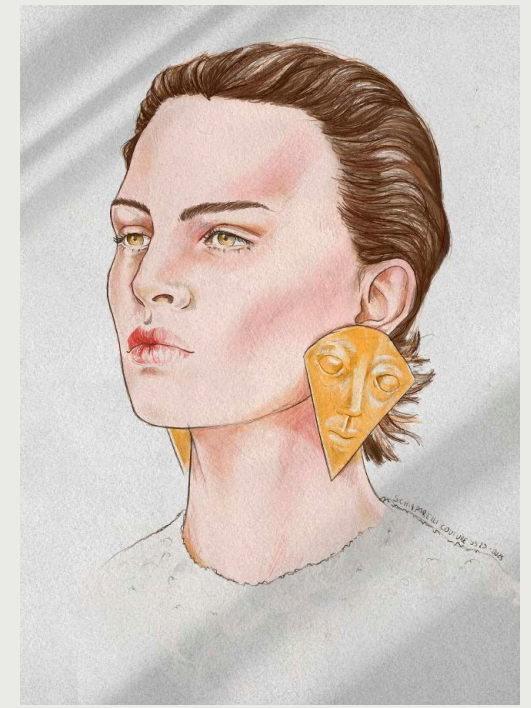
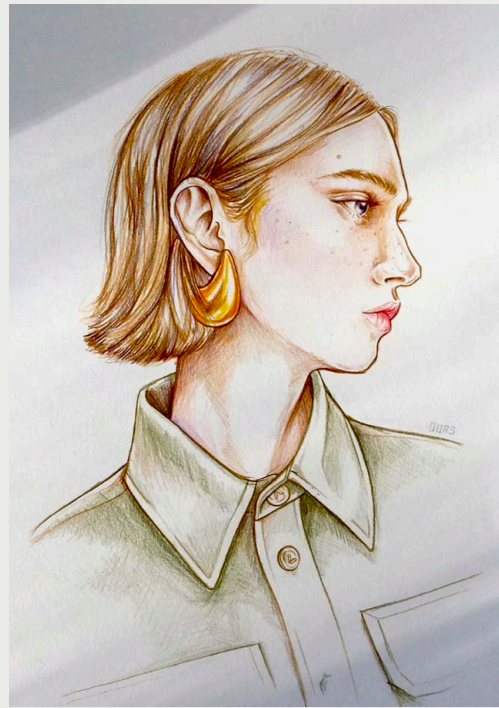
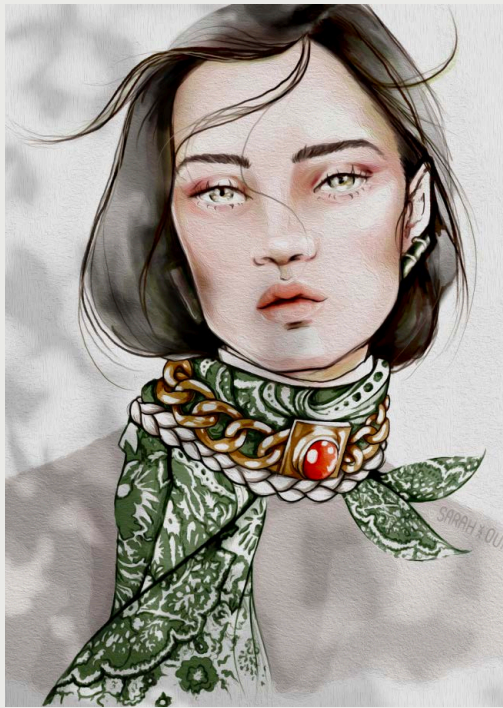
Features like offset seams for mobility, split yokes for flexibility, and 23 stitches per inch for durability elevate these shirts from functional basics to timeless wardrobe essentials, combining precision with sophistication.

*JB: Custom Made Shirt Program*



*Selection of illustrations*





*Selection of illustrations*