

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 Fransisco

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

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 - Concept



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

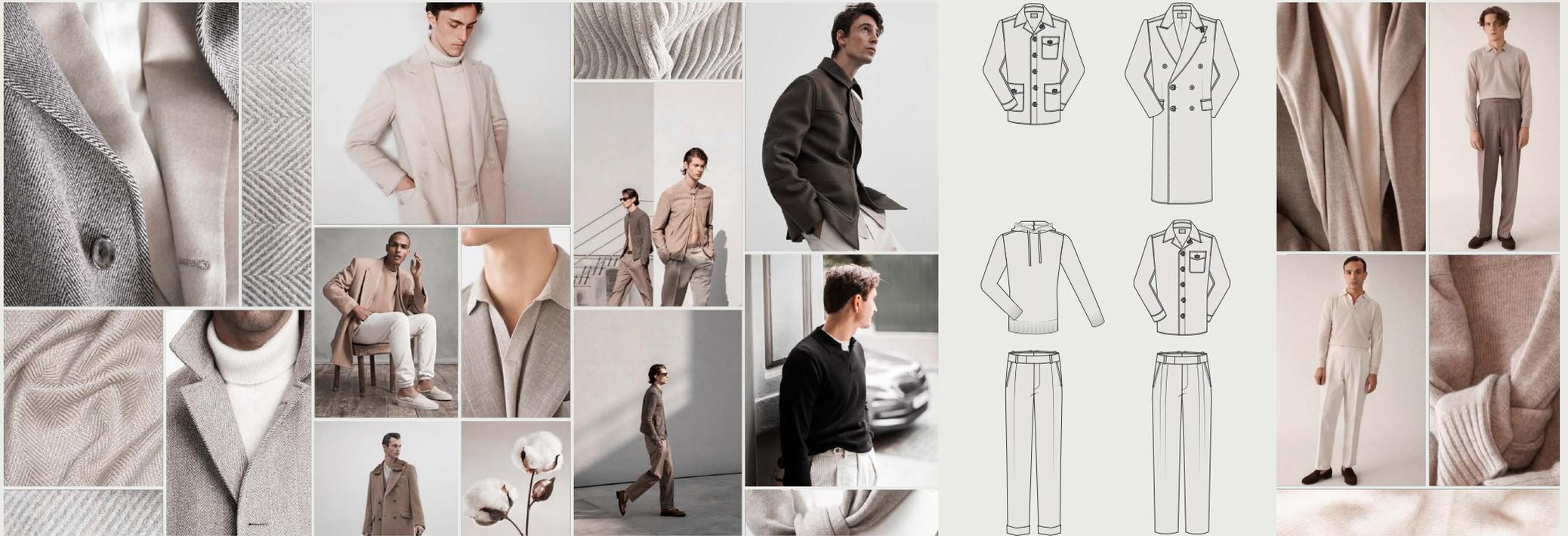


CONTEMPORARY TAILORING MEN

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

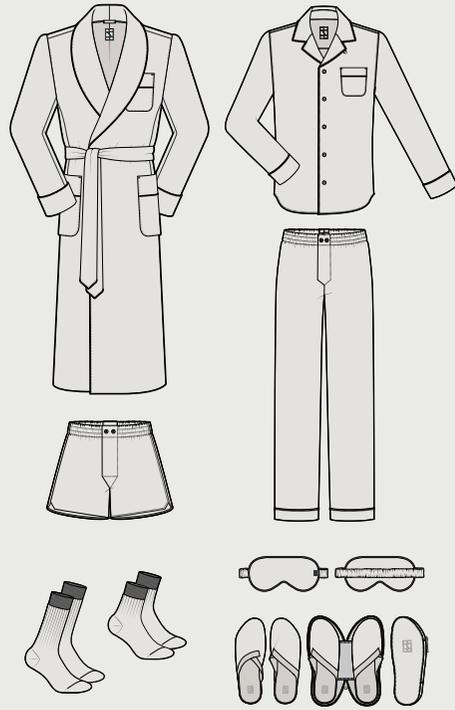


RH Guesthouse: Loungewear Collection - Men



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

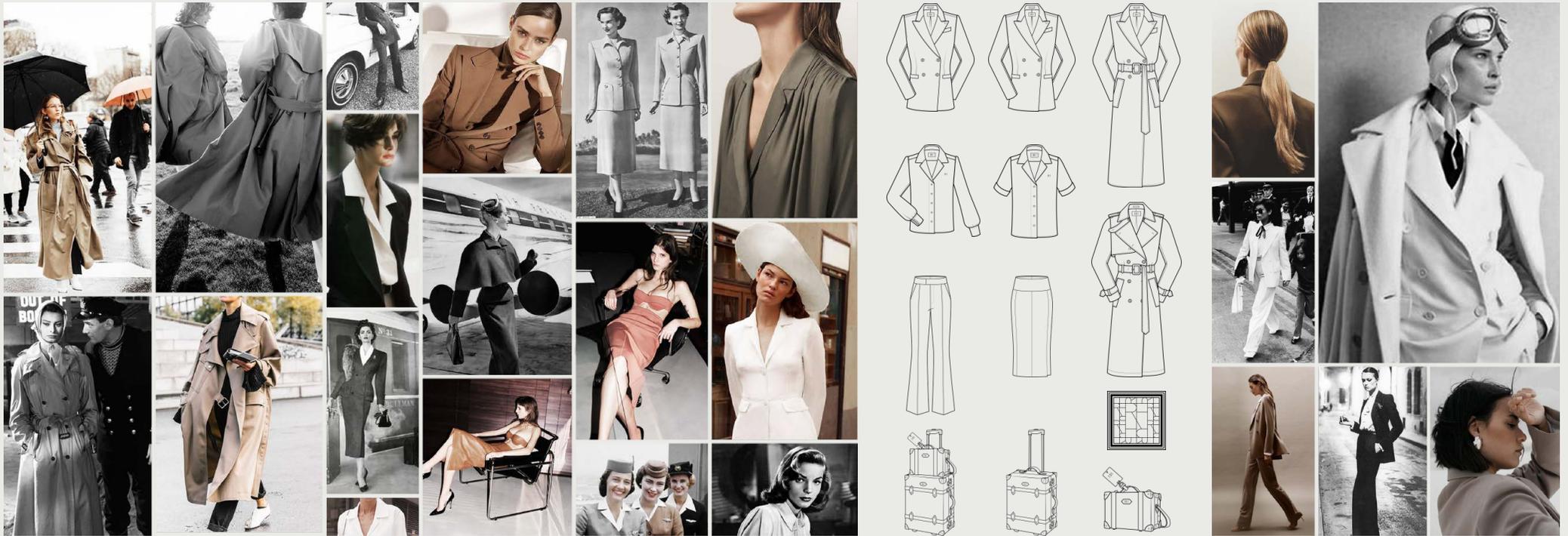


RH One: Air Hostesses Collection - Women



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.



RH One: Air Hostesses Collection - Women



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



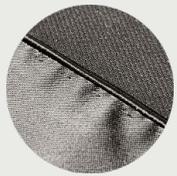
HANGER LOOP



INSIDE JETTED POCKET



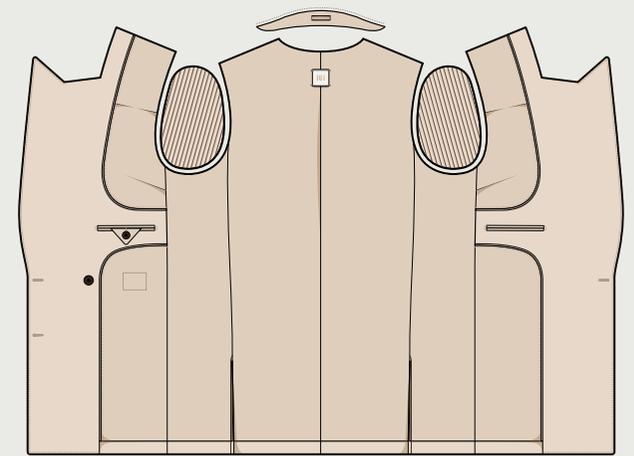
AMF STITCHING



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



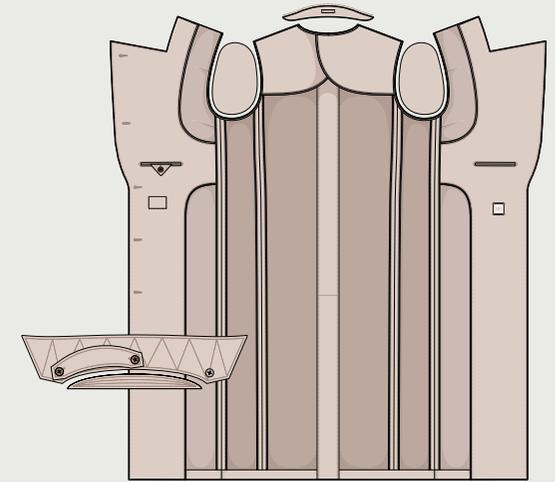
BELT FASTENING



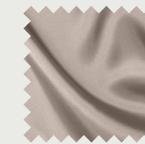
KEYHOLE BUTTONHOLES



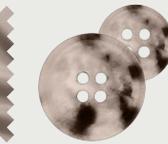
BACK VENT W. BUTTON TAB



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.



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.



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.



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



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



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



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



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

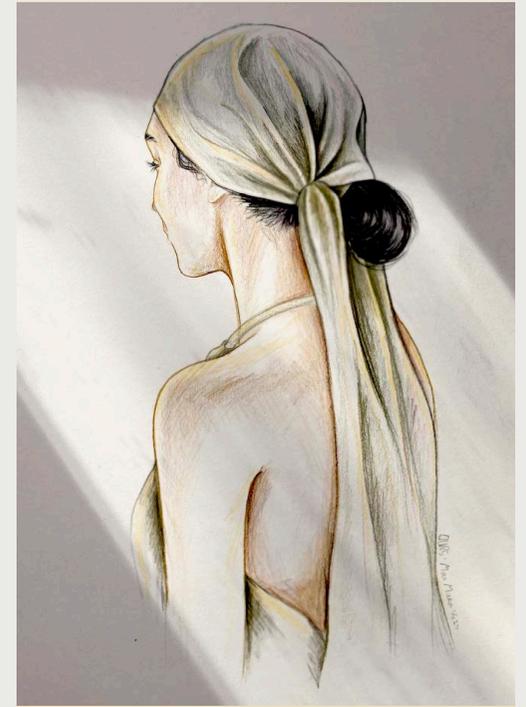
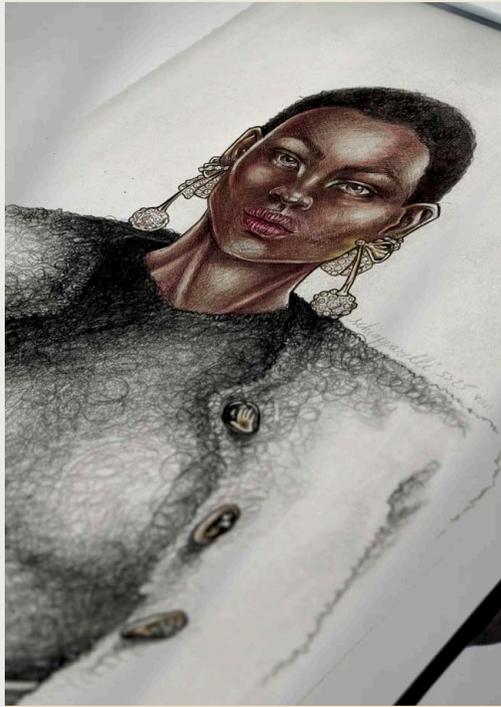


ENGLISH SEAMS
Single stitchline to ensure smooth, refined seams and prevent interior puckering.

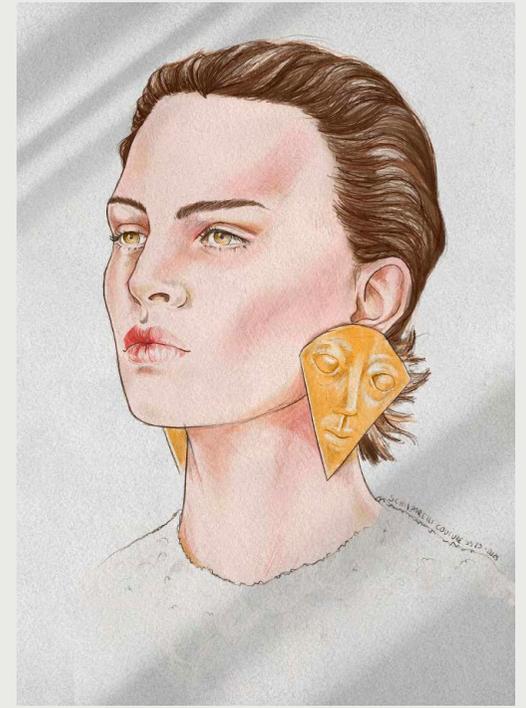
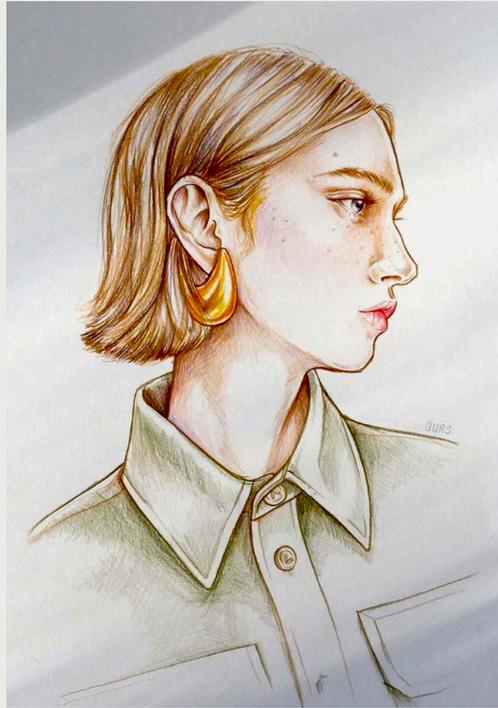
THE ANATOMY OF THE SHIRT

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