

WALI MOHAMMED BARRECH

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Creative Director working across luxury accessories, footwear, product development and brand strategy. My practice is defined by continuity of authorship: rather than treating strategy, design, engineering, manufacturing and communication as separate disciplines, I approach them as one continuous creative process, maintaining a single creative vision from the earliest idea through to the finished product and its presentation. Alongside executive leadership roles, I have built brands, developed proprietary product systems, collaborated with specialist manufacturers across Europe and contributed to design education through teaching, research, thesis supervision and examination.

PROFESSIONAL EXPERIENCE

- 2013– **Founder & Creative Director — WMB**
Independent luxury leather goods brand built on proprietary modular hardware, developed with Italian eyewear manufacturers. Responsible for product design, CAD development, manufacturing and supplier management, brand identity, campaign direction and e-commerce. Collections presented in Paris and Copenhagen — three ready-to-wear and two accessories collections. Earlier founder-operated flagship atelier in Antwerp.
- 2021–2024 **Creative & Marketing Director — Innerform, Berlin**
Development and implementation of the complete brand for a new aesthetic-medicine company: strategy, naming, visual identity, campaign and photography direction, website, spatial branding, print and patient communication. Coordinated founders, medical staff, architects, agencies and production partners.
- 2019–2020 **Creative Director & Head of Design — Aeyde, Berlin**
Creative direction across footwear, handbags and jewellery: collection development, campaign and editorial direction, showroom concept, design team leadership. Camille Charrière × Aeyde collaboration.

SELECTED COMMISSIONS

- Celine** — Flagship store interiors with Studio Thomas Poulsen (FOS), under Phoebe Philo
Marni — accessory consultation
Hotel Pro Forma — costume design, Neo Arctic opera
Studio Sabine Marcelis — footwear collaboration, three projects

EXHIBITIONS

- 2025 **Der Berliner Salon** — Museum für Fotografie / Helmut Newton Foundation, Berlin
2018 **Super Talents** — Pitti Immagine, Super, The Mall, Milan
2018 **Belgium + Berlin = Return to Creativity** — Woolmark, Bikini Berlin
2017 **A.I. Artisanal Intelligence** — “Prove Tecniche di Trasmissione”, AltaRoma, Guido Reni District, Rome
2013 **Business of Design Week** — Belgian Design Delegation, Hong Kong Convention and Exhibition Centre
2012 **Cultuur Couture II** — Tropenmuseum, Amsterdam
2012 **Happy Birthday Dear Academy** — MoMu, Antwerp

TEACHING

- 2021–2023 **AMD Akademie Mode & Design, Berlin** — Lecturer, B.A. Modedesign / M.A. Sustainability in Creative Industries; second examiner, graduation theses
2019– **Basel Academy of Art and Design FHNW** — Thesis jury & examination board
2014–2015 **Royal Danish Academy / Designskolen Kolding** — Masterclass & course teaching
2013 **Margrethe-Skolen, Copenhagen** — Guest lecture

EDUCATION

- 2012 **Royal Academy of Fine Arts Antwerp** — MA Fashion Design, Cum Laude
2011 **Royal Academy of Fine Arts Antwerp** — BA Fashion Design, Magna Cum Laude
2011 **Walter Van Beirendonck Studio, Antwerp** — Work placement
2007 **Stine Goya, Copenhagen** — Work placement

AWARDS & DISTINCTIONS

- 2018 **Belgian Fashion Awards** — Emerging Talent of the Year, Nominee
2017 **Reumert Prize** — Performance Artwork of the Year, Neo Arctic (costume design)
2014 **Danish Designer of the Year** — Finalist
2013 **Vogue Talents × MUUSE** — Nominee
2011 **Hermès** — “To Tie or Not to Tie”, workshop competition, Nominee

LANGUAGES

English, German, Croatian — fluent · Danish, French, Dutch, Urdu, Pashto — conversational