

## SHORT PROFILE ALEXA DEHMEL



● 08/2019	Company launch BARTENSTEIN ACADEMY GmbH Founder & CEO
● since 2018	FUNCTIONAL FABRIC FAIR/ NY/ Curator Fabric Forum
● since 2017	KINETIXX/ W+R Metzingen/ Design ski glove collection
● 2016-2017	NORTH SAILS/ Design & Consulting Sailing Capsule collection
● 2016	UVEX/ Design Suxceed Workwear collection
● 2015-2016	ADIDAS SAILING/Consulting/Design & special developments
● 2014/ 2017	W.L. GORE/ Design & Consulting internal projects
● since 2013	ISPO AWARD/ Head of Apparel Jury
● 2009-2015	VÖLKL/ Design Big Mountain Range + Performance Wear
● since 2009	PERFORMANCE DAYS/ Curator/ Conception Fabric Forum
● 2011-2012	PUMA/ Americas Cup/ ORACLE Racing/ Design Teamgear
● 2008-2012	PUMA/ VOLVO Ocean Race/ Design Inline Collection
● 2008-2011	KAIKIALLA/ Eurofamily-Globetrotter/ Design Outdoor collection
● 2006	VAUDE/ Design Ski Freeride collection
● 2004-2006	LÖFFLER/ Design Nordic + Outdoor collection
● 2005	AGENCY Opening - ACTIVE SPORTS DESIGN
● 1997-2004	SUB INDUSTRIES/ Design Snowboard & Swim collection
● 1996-1998	ARIELLA/ Univers Textil/ Design Swimwear collection
● 1996-2006	KOPPERMANN/ software trainer TEX-DESIGN/ Europa
● 1994-1996	ESMOD MÜNCHEN/ lecture design 2nd year
● 1991-1993	TONGA/ Design assistance women's outerwear & swimwear
● 1988-1991	ESMOD PARIS/ double degree diploma fashion design & pattern making

Alexa Dehmel has over 30 years of broad and deep expertise in the fashion industry and a high level of professional competence. She maintains an extensive network of leading experts as well as personal connections to relevant cooperation partners and supporters, which she contributes profitably to her customers and the industry. Her work in various roles in the fashion, textile and sportswear industry with a focus on design and collection development, in teaching, as an independent entrepreneur and as a recognized contributor to the industry, makes her a valued contact and predestines her for the founding of the innovative, visionary start-up project BARTENSTEIN, which started its nucleus in Munich in August 2019.