

Curriculum Vitae

Personal Details

Surname : de Ruuk
Name : Eleonore (Andrea)
Date of birth : 12-07-1981
Place of birth : Amsterdam
Sex : female
Marital status : married
Nationality : Dutch
COC number : 34254694
VAT number : NL1307.96.347.B01
IBAN number : NL48INGB0006645693
BIC number : INGBNL2A
Address : Brederode 15, 1187 DN Amstelveen
Telephone : +31(0)616754842
E-mail : info@eleonorederuuk.com
Website : www.eleonorederuuk.com
Webshop : www.eleonorederuuk.com/shop

Educational background

2000-2004 : Higher Professional Education, Hogeschool van Amsterdam;
Amsterdam Fashion Institute (AMFI); Design & Styling (Montaigne);
specialised in textile design.
1993-1999 : Sint Nicolaas Lyceum, Amsterdam, Upper Secondary General
Education.

Basic knowledge and skills

Languages : Dutch (mother tongue)
English fluent (speaking and writing)
French fair to good (speaking and writing)
German fair (passive better than active)
Computer : Word, Excel, Photoshop, Contribute, Illustrator, PowerPoint, Canvas,
Weave time, Colortime
Other information : Dutch driver's license category B

Work experience

2012 : Expanding of fashionlabel Eleonore de Ruuk with kids accessories
2006 (August) : Starting own fashionlabel "Eleonore de Ruuk"
2006 (March) : Assisting (handwork/organising/dressing) during show of fashion
designer Sophia Kokosalaki during 'Paris fashion week'.
Collection a/w 2006
2005 (March) : Assisting (handwork/organising/dressing) during show of fashion
designer Alexander McQueen during 'Paris Fashion Week'.
Collection a/w 2005
2005 (Feb-April) : Internship fashion designer Sophia Kokosalaki, London
Collection a/w 2005
2005 (January) : Assisting fashion designer Monika Kluckova, Amsterdam
during graduation collection kluckova.brown for Fashion Institute
Arnhem. Collection a/w 2005
2005 (January) : Dressing during show of FIA (fashion institute Arnhem) during
AIFW (Amsterdam International Fashion Week)
2003 (Sept.-Dec.) : Internship fashion designer Martine Sitbon, Paris s/s 2004

Fashionshows :

- (2010 Jan) - Show at 'Streetrockaz' during AIFW, Flexbar, Amsterdam
- (2009 Oct) - Show at fair "Meesterlijk" during Dutch Design Week, Eindhoven
- (2009 May) - Show NYC against HIV, New York
- (2009 May) - Show freedom festival with Street4one, Museumplein, Amsterdam
- (2009 Jan) - Show a/w 0910 during Amsterdam International Fashion Week downtown at Beurs van Berlage, Amsterdam
- (2008 Sep) - Show s/s 2009 during Freedesigndom, OBA, Amsterdam
- (2008 Sep) - Streetlab festival Zuidoost, Amsterdam (a/w 0809)
- (2007 Oct) - TRNDSTTRS, Marcanti/ Amsterdam (s/s 2008)
- (2007 Jul) - Streetlab Festival, AIFW, Westergasfabriek/ Amsterdam (s/s 2008)
- (2007 May) - Selected by AFF(Arnhem fashion Factory)for Fashionshows in Wuhan/China
- (2007 Mar) - Invito Invites You, Panama/ Amsterdam (s/s 2007)
- (2007 Jan) - Kunstwinkel Zus, Amsterdam (s/s 2007)
- (2006 Sep) - Modetent#01 during festival WWW, Rotterdam (a/w 0607)
- (2004 Jun) - Final show AMFI, Amsterdam (s/s 2005)
- (2002 Jun) - Selected for TRP jeans contest fashionshow, Offcorso/Rotterdam
- (2002) - Selected for l'Oréal fashionshow, Alphen a/d Rijn

Fairs :

- (2009 Jan) - Projekt Galerie showrooms, Berlin / Germany
- (2008 Aug) - Margin, Kreateur, London (Soho) / United Kingdom
- (2008 Jan) - Ispo, Brandnew village, Munich/Germany
- (2008 Jan) - Bread and Butter, Studio VI, Barcelona/Spain
- (2007 Jan) - Modefabriek, High Promises, Amsterdam

Exhibitions :

- (2009 Sept-Oct) - (Springers) Wonen, during Dutch Design Double, Utrecht
- (2008 Dec-2009 Mar) - Galerie Phoebus, Rotterdam
- (2008 Oct) - Dutch Design Week, Shopwindow route, YouMac, Eindhoven
- (2008 Sep/Oct) - Freedesigndom, vitrine expo, OBA, Amsterdam
- (2007 Oct) - Dutch Design Week, Shopwindow route, VVV, Eindhoven
- (2007 Jul) - Streetlab festival, Amsterdam Fashion Week, Amsterdam
- (2007 May) - Magazijn van het Geluk #7, Ro Theater, Rotterdam
- (2007 Mar) - Museumnacht, Nieuwe Ontwerpers, Rotterdam
- (2007 Jan) - Streetlab, Amsterdam fashion week, Amsterdam
- (2006 Jun) - Café Dudok, fashion exhibition "Netherlands/Turkey", Arnhem
- (2006 Jun) - Het hoofdkwartier, "Netherlands/Turkey" exhibition, Arnhem
- (2002) - Galerie Fanshop, Amsterdam

Photoshoots :

- (2012-2014) - photoshoots for kids accessories by photographer Eleonore de Ruuk
- (2010) - Photoshoot s/s 2011 "Tempus Fugit" by photographer Brian Smeulders
- (2010) - Photoshoot 'Best of' by photographer Brian Smeulders
- (2009) - Photoshoot a/w 0910 collection "Lanzarique"by photographer Marnix Postma
- (2009 Jun) - Photoshoot a/w 0910 collection "Lanzarique" by photographer Salvador Pozo
- (2009 May) - Photoshoot s/s 2009 collection "Fractics"by photographer Richard Bakker and stylist Steven Dahlberg
- (2008 Dec) - Photoshoot s/s 2009 collection "Fractics"by photographer Marnix Postma
- (2007 May) - Photoshoot s/s 2007 collection "Puzzling"by photographer Delano van Diest in Wuhan/ China
- (2005) - Photoshoot for portfolio, selection work at AMFI by Sipke Visser
- (2004) - Photoshoot "more than meets the eye" by Jurrien Wouterse

(2004) - Photoshoot final exam collection by Sipke Visser

Honours and awards:

(2010 Mar) - Approached by Jack Stafford for the opportunity to open my own pop-up store in his building on the Vijzelstraat in Amsterdam

(2010 Jan) - Invited to take part in the judging panel at "Kunstbende" in the category fashion in Amsterdam

(2010 Jan) - Selected by Mode Marché to take part during Amsterdam International Fashionweek as one of 30 participating fashiondesigners

(2009 Jul) - Selected by Amanda Lepore for NJAL webshop

(2009) - Nominated for the 'Design Award of the Federal Republic of Germany'

(2009 Jan) - Selected as one of 15 selected fashiondesigners worldwide at Projektgalerie showrooms in Berlin/Germany

(2008 Apr) - Invited by Diesel for an interview in Italy

(2008 Jan) - Winner of the Ispo brand new style award, München/Germany

(2007) - Preselected for Turning talent into business

(2007 May) - Selected by AFF (Arnhem fashion Factory) for fashionshows in Wuhan/China

(2002) - Selected for exhibition at Gallery Fanshop, Amsterdam

(2002) - Selected for the TRP design-award, Rotterdam

(2002) - Selected for l'Oréal fashionshow, Alphen a/d Rijn

Cooperations/Projects:

(2011) - Hooded backpack was chosen to give away to 3 selected readers of fashion magazine 'Glamcult'

(2010) - Realising outfit for dancer Gorilla Groove (participant Semi finals 'Move like Michael Jackson' 2010 & 'So you think you can dance' 2008)

(2010) - Realising outfits for dancegroup 'Street4one' (winners Dutch Championships Hiphop 2009) for NK Hiphop 2010

(2010) - Represented by PR Agency 'Festina Lente Fashion'

(2009/2010) - Represented by Salesagent Jeamy @ Celles Agency

(2009) - Collections of Eleonore de Ruuk were worn by dancegroup 'Street4one' during performance at Multiple Moves in Amsterdam

(2009) - Hooded backpack was worn during performances of dancegroup 'Street4one' during Spinoff finals at Paradiso Amsterdam

(2008) - Represented by salesagent Raul @ Escoda Fashion Agency

Points of sale :

(2014-2015) - Blender kids conceptstore, Amsterdam

(2012-2013) - Individuals Byamfi, Amsterdam

(2011) - HAI Gallery webshop / HAI Gallery Berlin

(2011) - Lief hertje en de grote witte reus, Den Haag

(2010-2012) - The House Of Rising, Amsterdam

(2010-2012) - Puha, Utrecht

(2010) - Temporary concept store, Eindhoven

(2010) - Artrebels webshop, Denmark

(2010) - Brandnewbrand at webshop 2ndhandbrand, NL

(2010) - Freshcotton webshop, NL/UK (2010) - The Revenge, Utrecht

(2010-2013) - Hypekappers (Amsterdam, Rotterdam, Den Haag, Delft)

(2010) - Popup shop Eleonore de Ruuk, Vijzelstraat 67, Amsterdam

(2009-2010) - Notabrand, danish webshop

(2009-2010) - Vezjun, Amsterdam

(2009 Sept-Oct) - (Springers) Wonen, interior design store, Utrecht

- (2009-2010) - webshop www.socializta.com
- (2009-2010) - The shop @ NOT JUST A LABEL, London, www.notjustalabel.com
- (2009-2010) - Lymor, Amsterdam
- (2009) - Italian webshop www.vogue-it.it
- (2009) - Streetlab supermarket, Amsterdam
- (2008-2009) - CODE Gallery Store, Amsterdam
- (2008-2009) - Blend magazine webstore (<http://store.blend.nl>)
- (2008-2010) - Superduper, Arnhem
- (2008-2009) - Strijp-x conceptstore, Eindhoven
- (2008-2009) - Galerie Phoebus, Rotterdam
- (2008-2009) - Fuse Designers, Rotterdam
- (2008-2009) - Webshop www.eleonorederuuk.com/shop
- (2007-2008) - Shopper, Rotterdam
- (2007) - Piroshka Pink, Berlin, Germany
- (2007) - Rauwe Kost, Eindhoven
- (2007) - The Revenge, Utrecht
- (2007) - www.peperkamp.com
- (06/07) - Nieuwe Ontwerpers, Rotterdam
- (06/07) - Blend, guerrillastore, Amsterdam
- (06/07) - Kunstwinkel Zus, Amsterdam
- (05-06) - Kenkichi, Amsterdam
- (04-05) - Gloed, Amsterdam

Sale events _____ :

- (2014 Aug) - Modemarché #15, Rotterdam
- (2014 Aug) - Sundaymarket, Amsterdam
- (2014 May) - Mode Marché #14, Rotterdam
- (2013 Aug) - Stock&samplesale Puha, Utrecht
- (2013 Jul) - Museummarket Museumplein, Amsterdam
- (2013 Jun) - Modemarché Popupstore, Rotterdam
- (2013 May) - Modemarché #12 stock samplesale, Rotterdam
- (2013 May) - Museummarket Museumplein, Amsterdam
- (2013 Mar) - Zondagmiddag at Roest, Amsterdam
- (2012 Dec) - Haute Closet samplesale with designers Dorhout Mees & Gild atelier, Amsterdam
- (2010 May) - HTNK onedayshop, Trouw Amsterdam
- (2010 Mar) - Temporary shop 'Fashionclash', Maastricht
- (2010 Jan) - Mode Marché #7 stock samplesale, AIFW, Amsterdam
- (2009 Dec) - Stocksale at showroom Yosha, Amsterdam
- (2009 Aug) - Mode Marché #6 stock samplesale, Rotterdam
- (2009 Jul) - HTNK one2dayshop, Amsterdam
- (2009 Jun) - Artquake, Hoofddorp
- (2009 Jun) - Arnhem Mode Biënnale 2009, Fashion Bazaar
- (2009 Mar) - Mode Marché #5 stock sample sale, Rotterdam
- (2009 Jan) - Sales boutique Projekt Galerie showrooms, Berlin/Germany
- (2009 Jan) - Superstore #6, Modefabriek, Amsterdam
- (2008 Oct) - Designer's market Dutch Design Week, Eindhoven
- (2008 Oct) - SALE #4, Amsterdam
- (2008 Sep) - Supermarket Streetlab Zuidoost, Amsterdam
- (2008 Jul) - Modefabriek, Superstore#5, Amsterdam
- (2008 Jun) - Modemarché #4, Rotterdam
- (2007 Dec) - Mode Marché #3, Rotterdam
- (2007 Oct) - Rauwe Kost for Dutch Design Week, Eindhoven
- (2007 Sep-Oct) - Rauwe Kost for Revenge, Utrecht
- (2007 Sep) - Streetsale, Festival WWW, Rotterdam
- (2007 Aug) - Rauwe Kost, weekendshop, Amersfoort
- (2007 Jul) - Modefabriek, Superstore #3, Amsterdam
- (2007 Jul) - Sample sale, AIFW, Kunstwinkel Zus, Amsterdam

(2007 Jun)	- Rauwe Kost, weekendshop, Utrecht
(2007 May)	- Sale #3, Platform 21, Amsterdam
(2007 Apr)	- Mode Marché #2, Rotterdam
(2007 Jan)	- Sample sale AIFW, Kunstwinkel Zus, Amsterdam
(2006 Oct)	- Nieuwe Ontwerpers for Dutch Design Week, Eindhoven

Publications :

Magazines

(2010 – 2011)	- cityguide 'I love this city, Amsterdam'	Netherlands
(2010 May)	- Posi+ive magazine	Italy
(2010 Apr)	- Elsevier	Netherlands
(2010 Apr)	- Het Parool	Netherlands
(2010 Apr)	- Dagblad 'De Pers'	Netherlands
(2009 Apr)	- Collezioni Sport & street	Italy
(2009 Jan)	- Dutch talent	Netherlands
(2008 Sep)	- Inesco magazine	Italy
(2008 Jul)	- Fashionguide Amsterdam 2008-2009,	Netherlands
(2008 Jul)	- Difmag,	Portugal
(2008 Jul)	- Giungla magazine,	Italy
(2008 Jul)	- XRay, global style+fashion,	Austria
(2008 Apr)	- Rundschau damesmode,	Germany
(2008 #1)	- She, sports, style & fashion magazine,	Netherlands
(2008 Jan)	- Ispo brandnew magazine,	Germany
(2008 Jan)	- Sportswear international	Italy
(2007 Nov)	- LINK modevakblad	Netherlands
(2007 Sep)	- Viva,	Netherlands
(2007 Jul)	- Amsterdam Weekly,	Netherlands
(2007 Jun)	- Expreszo,	Netherlands
(2007 Jun)	- De Gelderlander,	Netherlands
(2007 Jun)	- Changjiang Daily,	China
(2007 May)	- Chinese newspaper,	China
(2007 May)	- De Gelderlander,	Netherlands
(2007 May)	- DIMI, vers talent,	Netherlands
(2007 #2)	- LINK modevakblad,	Netherlands
(2007 Jan)	- Vriendin, interview Kunstwinkel Zus,	Netherlands
(2006 Jun)	- De Gelderlander,	Netherlands
(2005)	- Cd-cover of dutch popband Chipz	Netherlands

Internet

Internet		
(2010 Dec)	- www.fashionunited.nl	Netherlands
(2010 Nov)	- www.fashionnl.com	Netherlands
(2010 Nov)	- www.women-online.nl	Netherlands
(2010 Okt)	- www.selekkt.com	Germany
(2010 Sep)	- www.overdose.am	Netherlands
(2010 Apr)	- www.depers.nl	Netherlands
(2010 Apr)	- www.fesjon.com	Netherlands
(2010 Apr)	- www.districtworld.com	Netherlands
(2010 Apr)	- www.shopgids.nl	Netherlands
(2010 Apr)	- www.good2b.nl	Netherlands
(2010 Mar)	- www.bobbintalk.com	USA
(2010 Jan)	- www.fashion.blog.nl	Netherlands
(2009 Jan)	- www.fashionoffice.org	USA
(2009 Jan)	- www.ewingfashionagency.wordpress.com	Netherlands

(2009 Jan)	- www.fashionoffice.org	USA
(2008 Sep)	- www.theartistadvice.nl	Netherlands
(2008 Jun)	- www.frizzifrizzi.it	Italy
(2008 May)	- www.sensofashion.com	Italy
(2008 Jan)	- www.trnd.com	Germany
(2008 Jan)	- www.besportier.com	Germany
(2008 Jan)	- www.trendhunter.com	USA
(2007 Nov)	- www.cosua.it/positive	Italy
(2007 Sep)	- www.mtnl.nl	Netherlands
(2007 Aug)	- www.rhiz.eu	Netherlands
(2007 Jul & Jan)	- www.lecool.com	Netherlands

Tv

(2009 Nov)	- "So you think you can dance" finalist Angelo wears a hooded backpack in the finale and a pair of sweatpants of Eleonore de Ruuk in the semi finals of the liveshow on rtl5 and vtm
(2009 Nov)	- "So you think you can dance" finalist Louis wears an outfit of Eleonore de Ruuk during the liveshow on rtl5 and vtm
(2009 Jan)	- Videoclip "Rock da spot" of ex "Idols" finalist Dewi Pechler
(2008 Jul)	- NOS journaal op 3 (fashionshow Streetlab)
(2008 Sep)	- Librium TV (item about the legging/interview)
(2005)	- Xmasshow (Kim Lian wore a design of Eleonore de Ruuk)

References

- Recommendation letter by fashion designer Sophia Kokosalaki
- Nicole Uniquole: (head of Uniquole Tentoonstellingen in The Hague) Nicole@uniquole.nl
- Sebastian Thies , Creative Director at shoe brand company Nat-2/Germany, "Eleonore de Ruuk stands for utmost quality and highly innovative fashion. her style is elegant and street the same time. Working with her is a pleasure, serious and efficient. Watch out, Eleonore de Ruuk will for sure be in a store near you soon!" December 8, 2009
- Wubbo Mossing Holsteijn, freelance , moho creative, was a consultant or contractor to Eleonore at Eleonore de Ruuk: "Eleonore is a non conformistic designer and a great personality who has the talents and quality to get succesfull in her passion..."
- Vanessa Erasmus of SHPPR hired Eleonore as a designer in 2008: "Top qualities: Expert , Good Value , Creative"
- Vanessa Vijzelman, PR/media consultant at IMA-GIN, hired Eleonore for a Streetlab contest in 2007 for MTNL: "Eleonore's clothing is very hip, unique and totally awesome for a reasonable price! She's also very reliable and delivers her products on time. I've done business with her during my job at Mtnl's and I'm very satisfied." Top Qualities: On Time, High Integrity, Creative

sophia kokosalaki

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May 16, 2005

To whom it may concern,

Regarding Eleonore de Ruuk's placement with Sophia Kokosalaki.

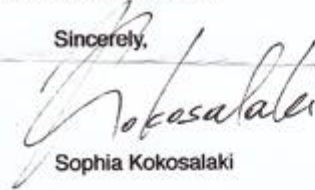
It was a pleasure to meet and work with Eleonore. We are a very small team so we are very selective with the people we choose.

She immediately integrated herself into the team and she proved to be hardworking, efficient, able to communicate, and able to delegate, quick at decision taking, effective, inventive when she had to be, socially adept, and likeable.

Eleonore got involved with practically every side of the business and could complete tasks that ranged from the mundane to the creative with equal enthusiasm and effectiveness.

These are all qualities, which will help her in her future career

Sincerely,

A handwritten signature in black ink, appearing to read 'Sophia Kokosalaki', written over a horizontal line.

Sophia Kokosalaki