

AMANDA ERICSSON

Born in Sweden, currently living and working in London as creative director for the recycling fashion brand dreamandawake as well as freelancing consultant for different projects within the area of sustainable fashion.

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Full name: Amanda Margareta Ericsson

Nationality: Swedish

Date of Birth: 1st of April 1982

EDUCATION

Degree of Master, 1 year

The Swedish School of Textiles, Applied Textile Management, 2007

Dissertation: *"The Responsible Fashion Company"*

Bachelor's degree

The Swedish School of Textiles, Textile Engineering, 2006

Thesis: *"Sustainable Product Development"*.

One semester at the PolyTechnique University of Hong Kong, 2005

Gothenburg University, Sweden, English for General Purposes, 2002,
Introductory level, One semester.

Ällebergsgymnasiet, Upper secondary school diploma, Natural Science,
Falköping, Sweden, 1999-2001, Special edited language program.

WORK

EXPERIENCE

Dreamandawake, Sweden/worldwide, 2008-ongoing.

Founder of fashion brand. www.dreamandawake.com

- Collection, redesign and revival of old dresses.
- Coordination and art direction of the company.
- Project development and design.
- Sales online to shops and end-consumer worldwide.

The Red Cross Organization, Gothenburg, Sweden, February 2011
Consultancy

- Research in new ways of using old materials.
- Interior decoration/display for shops.
- Final report with future directions and strategies.

The Red Cross Organization, Gothenburg, Sweden, December 2009- June 2010. **Collaboration / creative direction, design and coordination.**

- Tracking of production chain for RE-production of old clothes.
- Creating a final collection for Save the Mothers- campaign.

SVEAGATAN Pop-up Gallery/Studio, Gothenburg, Sweden, February-December 2010. Opening up temporary gallery in collaboration with two Swedish designers specialized in sustainable fashion.

LAGER 157, Gällstad, Sweden, September/October 2009
Project “Lagrad 157”

- Develop and design collection made from old clothes.
- Art direction.

Freelance stylist, 2007-ongoing

Etisktmode.se, Co-founder of consultation agency. 2006-2008.

- Offering education and research in sustainable product development and CSR in clothing and fashion production. Guiding organizations and clothing companies in Sweden.

CAMINO magazine (SW), Fashion co-director and styling. 2007-2009.

Crystal Group, Internship, March 2006, Sweater Department, Product development and design assistant.

Fashion Model, 2002-2008, Working worldwide with fashion shows, magazine editorial, advertisement, catalogs and showrooms.

**TEACHING
EXPERIENCE**

Green Workshop, Lee Shau Kee School of Creativity, Hong Kong, May-July 2011.

- Responsible for a 3 months workshop and set-up of final exhibition and show.

The Swedish School of Textiles, Borås, Sweden, 2009-ongoing

- Guest lecturer in Sustainable fashion subject.

The Swedish School of Textiles, Borås, Sweden, August 2007-April 2008

- Part-time teacher *The Responsible Fashion Company*, a correspondence course for students and professionals within the field of sustainable fashion development and CSR.
- Developed the course with lectures, exams and homework

Falmouth University, Falmouth, England

Guest lecturer, Media department, 25th of March 2011

Steneby Folkhögskola- The School of Craft and Design, Sweden
Guest lecturer. 2007, 2008, 2009, 2010

Eco-fair, Agenda 21 Nässjö Council, Nässjö, Sweden
Guest lecturer, 31st of August, 2010

Lake Vänern Museum, Climateday, Lidköping, Sweden
Guest lecturer, 17th of April 2010.

Previous lectures for 2007-2009 available on request (Among the clients: Gudrun Sjödén, MQ, Naturskyddsföreningen, Red Cross organization Sweden and more)

EXHIBITIONS

ONGOING: “The Life of A Dress”

The Life of A Dress is an odyssey of some of the dresses that have existed all over the world. Through photography, film, facts and fiction, concepts and definitions on clothing, textile production, redesign and fashion is presented. From Sweden to the world. From yesterday, today & for tomorrow.

2011

11th-31st of July

“The Universe of SHE”, Lee Shau Kee School of Creativity Gallery, Hong Kong, China.

8th-21st of June

“Revival Revolution”, Daydream Nation Gallery, Hong Kong, China

27th of March-14th of April.

“The Life Of a Dress”, Kulturhuset KÅKEN, Gothenburg, Sweden

2010

22-28th of November

“The Life of A Dress”, Núcleo de Arte, Maputo, Mozambique,
Collaboration with The Swedish Embassy. Including a five day interactive workshop. Recycling textiles.

PREVIOUS EXHIBITIONS:

Coordination and set-up of following exhibitions under Dreamandawake.

2010

“The Life of A Dress”, Kulturhuset KÅKEN, October, Gothenburg, Sweden

“Don't walk naked”, SVEAGATAN, Gothenburg, Sweden

“Don't walk naked + dna by Richard Kern”, GRANDPA, Stockholm, Sweden

“Made in Sweden by Röda Korset”, SVEAGATAN, Gothenburg, Sweden.

2009

"Open workshop", Mycroft Gallery Paris, France
"Dressingroom" Flagshipstore Berlin, Germany
"Medveten modehelg" Nordiska Museet Stockholm, Sweden
"La vie d'une robe" Ofr. gallery Paris, France
"Hacerse el Sueco" Gusto Barcelona, Spain
"La vie d'une robe" Enskilda Galleriet Stockholm, Sweden

2008

"Barbie blue & dream" Mycroft Gallery Paris, France
"Barbie blues & dream" Once upon a time Gothenburg, Sweden
"Drown" Embassy Hong Kong, China

PUBLICATIONS

Books

DNA01, Dream & Awake, An introduction. Collaboration with Temptemps, HK, 2008.

Journal Publications

Several styling series for magazines.

LANGUAGES

Swedish: Native Language

English: Fluently

French: Speaker

Spanish: Intermediate Listener

REFERENCES

The Red Cross Organization, Elisabeth Dahlin, Textile project coordinator
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