Agustina Arful

Fashion Product & Design Manager · Collection Strategy · International Sourcing

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SUMMARY

Fashion Product & Design Manager with 6+ years in fashion, specialized in product development, international sourcing and collection planning for apparel and accessories. Led teams of up to 10 designers and managed 200+ SKUs per season with suppliers in China and India. Licensed softlines experience at The Walt Disney Company (Latin America). Integrates AI (Midjourney, Notion) into product development and collection concepting.

EXPERIENCE

Head of Design & Product · Kosiuko — Buenos Aires · 2026

- Defined collection frameworks, category mix and buy volumes for 200+ SKUs per season, based on sales, cost and budget analysis.
- Negotiated costs, MOQs, materials and lead times with suppliers in China and India; oversaw calendars, samples and approvals.
- Led a team of 10 designers and coordinated Buying, Commercial and Production through the critical path and sample approvals.

Head of Design · María Cher — Buenos Aires · 2026

- Led collection development, from line planning and commercial proposals through final approval.
- Coordinated materials, fittings and development with international suppliers.

Founder & Creative Director · Human Wear Solutions — Buenos Aires · 2020 – Present

- Implemented Midjourney and Notion in the concept creation of the SS25 campaign, designing and managing the full product matrix.
- Builds AI-driven strategy and implements AI tools for research, visual development and product process optimization.
- Develops own collections end to end — concept, design, pattern making, fabric sourcing, production and campaign — including a knitwear line in native Argentine fibers.

Product Designer Softlines · The Walt Disney Company, Latin America — Buenos Aires · 2022 – 2024

- Developed licensed apparel, accessories, footwear and home products with Marketing, Strategy and Licensing.
- Pitched Disney franchises to licensees, managed license follow-up and guided product design in line with Disney style guides through approvals.
- Prepared commercial proposals for B2B partners and international launches. Collaborations included Butrich × Disney Princess (Peru), Reflections of Wonder · Disney100 (Colombia), Vélez × Encanto, Arredo and Jazmín Chebar.

Earlier experience

María Cher, Product Lead (2022) · Tech Pack Developer, freelance (2021 – 2022) · SADAELS, Design Assistant, Paris & Buenos Aires Fashion Week (2020 – 2021) · Kostüme, Product Intern, adidas Originals project (2020)

SKILLS

Product: product development · collection planning · assortment & SKU planning · tech packs · costing · line review

Sourcing & production: overseas suppliers · MOQ & lead times · vendor negotiation · quality control · critical path

Licensing: licensee pitching · license follow-up · style-guide compliance · product approvals

Leadership & strategy: team leadership (10) · cross-functional alignment · budget & P&L · trend research · AI strategy

Tools: Midjourney · Runway · Notion · CLO3D · Rhino · Adobe Creative Suite · Excel · PLM

EDUCATION & LANGUAGES

Fashion Design — Universidad de Palermo

Advanced Menswear Design Course — Central Saint Martins (UAL)

Languages: Spanish (native) · English (advanced, fluent — C2) · Japanese (basic)