



JULIE BERG

FACULTY

Following a life-long passion for design, patternmaking and sewing, Julie left a successful career in marketing in 1990 to return to Helen Lefeaux School of Fashion Design for her Fashion Design and Clothing Technology Diploma. Working in sales and business administration for **Permasteel Engineering**, Julie proved her marketing skills with the successful award of 12 international pavilion contracts for Expo '86. Fashion was never far behind, though and she achieved top honor marks in design school, which landed her a designer position with Vancouver's **Neto Leather/French Laundry** label, a perfect vehicle to marry fashion design and marketing.

Julie was responsible for designing both ladies and men's contemporary sportswear and hiring national and international agencies to assist in the global marketing of the product lines. A specialist in private label, she has also designed for many of Canada's top fashion labels, such as **Harry Rosen, Bod & Christensen** and **Leone**, and US majors such as **Nordstrom**, and **Saks and Boston Proper**.

As a business entrepreneur, she launched an eco-sportswear label, "Know Wear", whose client list boasted **Princess Cruise Lines, BC Ferries** and the **Royal BC Museum**.

Never at a loss for words, Julie worked part-time as Fashion and Beauty Editor for **BC Woman Magazine** and **vancouverwomen.com**. Most recently she was Marketing Manager for internationally-acclaimed Haida artist Dorothy Grant, positioning her as a major Aboriginal component for the 2010 Winter Olympics.



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