



## CHRISTINE KIEBERT-BOSS

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### SUMMARY:

#### **Extensive experience managing all phases of home product design and development from ideation to final retail-ready product.**

Using a unique blend of creative and business expertise, build on collaborative relationships with cross-departmental partners. Led teams to execute well-informed collections, intelligently merchandised, strategic and on-brand.

Proficient in trend forecasting, concept storyboarding, photo styling, sales presentations, global vendor sourcing and studio management of soft goods categories including Fabric, Wallpaper, Rugs, Towels, Decorative Trim, Table Linens, Paint and Bedding.

Adept at providing aesthetic, non-technical design direction in the development of hard-goods including Lighting, Furniture, Decorative Accessories and Table Top.

Expert at deeply understanding the particular character of a brand and effectively translate this into appropriate product offerings through managing the full lifecycle of product development.

Extensive experience creating line plans. These are collaboratively constructed based on sales data of past challenges and successes, market trends, trade show research, observation of competition as well as vendor and market technical innovations. Deadlines and pricing targets are met through detailed planning.

### EXPERIENCE:

9/15 - 1/17 **PKaufmann/Folia**

#### **VP Design Fabric and Wallpaper**

*Collaborated with PK business executives and Ralph Lauren design counterparts in a licensing model of product development for price-sensitive to luxury fabric and wallpaper collections. Aprox. 400 sku's annually.*

9/10 – 8/15 **CKBoss**

**Design Consultant** - Annie Selke's Pine Cone Hill, Dash & Albert, Pittsfield Mass  
- Franco Manufacturing, New Jersey

*Storyboard presentations - Reviewed market trends pertinent to the company aesthetic and employed digital media to produce branding storyboards.*

*Photo Stylist - Collaborated with product managers and photographers to style compelling still photos enhancing product by adding a sense of story, personality and visual interest through props, lighting and camera angles.*

#### **Interior Design and Architectural Consulting**

*Created environments employing knowledge of multiple aesthetic styles from traditional to modern, some examples were:*

*Project #1 - Designed the interiors of a 18c. period residential home. Refreshed the main residence and initiated detail plans for a reproduction, multi-use period barn on the property in rural New Jersey.*

*Project #2 - Consulted on architectural and interior details as well as custom fabric development for an ultra modern seaside residence in Santa Cruz CA.*

Project #3 Consulted on architectural interior details for a log home, guesthouse, stable and grounds keepers quarters. Outside of Dallas TX

08/07 – 11/10 **Ralph Lauren Home Design, New York, NY**

Design Advisor - Newly created leadership position that reported directly to SVP of Home Design, indirectly to EVP and Mr. Lauren.

Primary responsibility was to compile internal and external intelligence through cross-departmental relationships and market research. Collaborated with heads of apparel to ensure the home product had brand synergy. Led the construction of life-sized storyboards that were each unique for multiple retail venues and price-points. As many as 65 storyboards were produced annually.

These storyboards were the foundation for design direction for both hard and soft goods product development as well as for showrooms, retail environments, and advertising.

Extensive vendor, antique and vintage research for textile and hard good finishes, styles and constructions. Worked closely with textile designers and fine artists developing statement textile patterns.

New Business Development

In addition to the above, I designed a rug collection launched with Safavieh. With a skeleton staff, designed and developed this comprehensive introductory collection of 35 sku's merchandised to represent all iconic lifestyles of the Ralph Lauren brand.

Brand Imaging

Also, participated in photo styling for Spring 2010 and Fall 2010 National Ad campaigns.

09/00 – 08/07 **Ralph Lauren Home Design, New York, NY**

VP Design Concept Development - A newly created role that reported directly to SVP, indirectly to EVP and to Mr. Lauren.

Worked closely with executive staff to direct concept development for Ralph Lauren Home Stores as well as mid-tier and big-box department store collections. Labels include Lauren, American Living, Chaps.

Challenged to develop up to 65 individual storyboards annually. Each with a strongly defined character to ensure there was no repetition or competition between the various retail doors.

Additional special projects and collections included White Label, Paint, Children's Home, Holiday, University, Spa and Core Basics.

07/86 – 09/00 **Ralph Lauren Home Design, New York, NY**

I began as a Product Development Manager for Fabric and Wallpaper, Rugs and Towels where I also played a key roll in "concept development."

As the home department expanded I was promoted to the following positions:

**Vice President** - Fabric, Wallpaper and Trim, Concepts

**Senior Design Director** - Fabric and Wallpaper, Concepts

**Design Director** - Fabric and Wallpaper, Rugs, Bedding, Towels, Throw Pillows and Paint

**Design and Product Manager** - Fabric and Wallpaper, Rugs and Towels

**EDUCATION**

The School of the Art Institute of Chicago, Chicago, IL – BA

Fashion Institute of Design and Merchandising, Los Angeles, CA – AA degree with honors  
Continuing Ed at International Center of Photography, New York, NY

## **RECOMMENDATIONS**

**A letter from Ralph Lauren** and other recommendations can be found on LinkedIn

<https://www.linkedin.com/in/ckiebertboss>. Additional reference contact information provided upon request.