



**Jörn Fröhlich**  
born 1970 in Hamburg, Germany

**jofro.com | design works**

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**IZMIR UNIVERSITY OF ECONOMICS**

**Faculty of Fine Arts and Design**

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**profile**

theater designer experienced in costume and stage design, exhibition design, visual communication, visual merchandising in fashion retail and design education at university level.

**work experience**

since 2010

lecturer at Izmir University of Economics, Izmir, Turkey

faculty of fine arts and design, department of fashion and textile design

graduation studio coordination: fashion collection and visual merchandising

other subjects: fashion trends, multimedia applications, costume design, portfolio design

2015-2017

freelancer in retail design and styling for BLOCHER, BLOCHER and PARTNERS, architects, Stuttgart - Berlin  
project based development of marketing concepts focussing on creative visual merchandising in fashion retail.

2007 - 2009

freelancer in retail design and visual merchandising, LIGANOVA retail brand agency, Stuttgart - Berlin  
project based development of event und marketing concepts focussing on creative visual merchandising in fashion retail.

since 2007

creative director in fashion retail

design concepts for window display and visual merchandising

2005 - 2007

head of visual design, dept. store E. Breuninger GmbH, Stuttgart, Germany

supervision of a team of 40 employees, designing, planning and implementation of visual merchandising concepts in a sales area of 33.000 square meters - annual budget responsibility.

2002 - 2005

production manager costume, German Opera on the Rhine, Düsseldorf, Germany

planning, coordination and guidance of costume production - project related budget responsibility.

since 1994

stage and costume designer

conceptual design of stage and costumes as part of drama and musical theater productions (opera / ballet)  
in various independent, city and state theaters.

**education**

1997 - 2002 Diploma (MA) in costume design, Prof. Martin Rupprecht, University of the Arts (UdK), Berlin, Germany

1994 - 1997 Journeyman's certificate of vocational training in women's tailoring, State Theater Darmstadt, Germany

1992 - 1994 Internship in fashion: Todd Oldham / Comme des Garçons, New York, NY, USA

**skills**

digital: MS Office / Adobe CS InDesign, Photoshop, Illustrator / Final Cut Pro / Motion / AutoCad

languages: German (native), English (fluent), French (advanced) , Turkish (beginner)

## **Selected art and design projects | Jörn Fröhlich | 2013-2020**

### **stage and costume design**

#### **Gerd - Queen of the Odenwald | musical by Dominik Eichhorn**

direction and playwright: Dominik Eichhorn  
stage and costume design: Jörn Fröhlich  
stage/ costume design assistance: Cansu Incesu, Lilli Hillerich  
Theater Spiellust, Michelstadt, Germany  
**premiere: 23.07.2020**

### **stage and costume design**

#### **Hair | musical by G. Ragni, J. Rado, G. Macdermot**

director: Carola Unser  
musical director: Christian Keul  
choreographer: Sophia Guttenhöfer  
stage and costume design: Jörn Fröhlich  
costume co-work: Cansu Incesu  
HLTМ, Hessisches Landestheater Marburg, Germany  
**premiere: 06.06.2020**

### **costume design**

#### **Macbeth | play by William Shakespeare**

director: Carola Unser  
stage design: Fred Bielefeld  
light design: Delia Naß  
costume design: Jörn Fröhlich  
costume assistant: Filiz Özbengi  
HLTМ, Hessisches Landestheater Marburg, Germany  
**premiere: 16.09.2019**

### **fashion design**

#### **Boudoir | sustainable fashion collection available at [TURENGLIFESTYLE.COM](https://www.turenglifestyle.com)**

fashion design and pattern-making: Jörn Fröhlich  
creative assistance: Cansu Incesu  
seamstress: Filiz Bulut  
photographer: Ersan Celiktas  
jewelry design: Seda Orsel  
**SS 2019**

### **stage and costume design**

#### **Cabaret | musical by John Kander, Fred Ebb, Joe Masteroff**

director: Carola Unser  
musical director: Christian Keul  
choreographer: Wara Cajias  
stage and costume design: Jörn Fröhlich  
costume co-work: Cansu Incesu  
HLTМ, Hessisches Landestheater Marburg, Germany  
**premiere: 23.02.2019**

### **stage and costume design**

#### **König Blutwurst I. | play based on Alfred Jarry's King Ubu**

writer, director: Walter Menzlaw  
stage and costume design: Jörn Fröhlich  
costume co-work: Cansu Incesu  
Theater Chawwerusch, Herxheim, Germany  
**premiere: 15.02.2019**

**creative direction campaign design and vm concept**

**100 anniversary of Stackmann**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.01.2019 - 31.12.2019**

**fashion design**

**The Black Dress I fashion collection**

fashion design and pattern-making: Jörn Fröhlich

creative assistance: Cansu Incesu

seamstress: Filiz Bulut

photographer: Ersan Celiktas

**FW 2018**

**stage and costume design**

**Tatütata I play by Esther Steinbrecher**

writer and director: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

Theater die stromer, Darmstadt, Germany

**premiere: 23.09.2018**

**stage and costume design**

**Alice in Wonderland I play based on the book by Lewis Carroll**

direction and playwright: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

stage/ costume design assistance: Cansu Incesu

Theater Spiellust, Michelstadt, Germany

**premiere: 02.08.2018**

**fashion design**

**PSA I conceptual fashion collection**

fashion design and pattern making: Jörn Fröhlich

seamstress: Filiz Bulut

photographer: Ersan Celiktas

„Scythia-Bienal“, Ivano-Frankivs'k, Ukraine

**catwalk presentation 31.05.2018**

**fashion design**

**Bed&Bath I upcycled fashion collection**

design and pattern-making: Jörn Fröhlich

creative assistance: Cansu Incesu

seamstress: Filiz Bulut

MyVia Park 414, Izmir, Turkey

**catwalk presentation 23.03.2018**

**creative direction campaign design and vm concept**

**Summer Paradise I SS 2018**

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.02.2018 - 31.03.2018**

**creative direction campaign design and vm concept**

**Magical Christmas I winter 2017**

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.11.2017 - 31.12.2017**

**creative direction campaign design and vm concept**

**New Arrival I FW 2017**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany  
**01.09.2017 - 30.10.2017**

**costume design**

**Spring Cleaning I costume design**

costume design and pattern making: Jörn Fröhlich  
costume assistant: Cansu İncesu  
tailor: Filiz Bulut  
photographer: Ersan Çeliktaş  
models with courtesy of safak-fisek-agency, izmir  
hats and accessories: Dilek Himam, Elif Tekcan  
AASSM in Izmir, Turkey  
**13.03.-30.03.2017**

**creative direction campaign design and vm concept**

**Tropical Garden I SS 2017**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
creative assistant: Barcin Barcin  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany  
**01.02.2017 - 31.03.2017**

**stage and costume design**

**Grundeis I play written by Esther Steinbrecher**

director: Esther Steinbrecher  
co-director: Leander Ripchinsky  
stage and costume design: Jörn Fröhlich  
costume design co-work: Cansu İncesu  
Dorftheater Herxheim, Germany  
**premiere: 13.01.2017**

**creative direction campaign design and vm concept**

**Merry Christmas I winter 2016**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
creative assistant: Simay Esmek  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany  
**01.11.2016 - 31.12.2016**

**stage and costume design**

**FLETSCHE - Saturday Bite Fever I musical by Marc Schubring**

director: Carola Unser  
musical director: Erich A. Radke  
stage and costume design: Jörn Fröhlich  
costume design co-work: Cansu İncesu  
Theatre Lower Saxony (Landesbühne Niedersachsen), Wilhelmshaven, Germany  
**premiere: 15.10.2016**

**creative direction campaign design and vm concept**

**smart comfort / cosy times I FW 2016**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
creative assistant: Simay Esmek  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany  
**01.09.2016 - 31.10.2016**

**stage and costume design**

**SPOG - Spiel ohne Grenzen I theatrical game show**

writer, director: Carola Unser  
produced by: Theater die stromer  
stage and costume design: Jörn Fröhlich  
stage and costume assistance: Cansu Incesu  
Theater Mollerhaus Darmstadt, Germany  
<http://www.theater-diestromer.de>

**premiere: 03.07.2016**

**stage and costume design**

**Grimm and Gretel I play about the German Brother's Grimm**

writer, director: Walter Menzlaw  
produced by: Chawwerusch Theater  
stage and costume design: Jörn Fröhlich  
stage and costume assistant: Cansu Incesu  
Theater Chawwerusch, Herxheim, Germany

**premiere: 02.06.2016**

**creative direction campaign design and vm concept**

**Natürlich mit Stil I SS 2016**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.02.2016 - 30.04.2016**

**creative direction styling concept for interior design**

**Bucherer Luzern/ Lucerne, Switzerland**

styling: Jörn Fröhlich  
architecture and interior design: Blocher, Blocher and Partners, Stuttgart

**store opening: 30.03.2016**

**creative direction campaign design and vm concept**

**White christmas I winter 2015**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
creative assistant: Simay Esmek, Fulden Kumsal  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.11.2015 - 01.01.2016**

**stage and costume design**

**Braun werden I play about racism in Germany**

writer, director: Esther Steinbrecher  
produced by: Chawwerusch Theater  
stage and costume design: Jörn Fröhlich  
stage and costume assistant: Cansu Incesu  
Theater Chawwerusch, Herxheim, Germany

**premiere: 13.11.2015**

**creative direction campaign design and vm concept**

**Fall Trends I FW 2015**

creative director: Jörn Fröhlich  
head of visual merchandising: Ekaterina Zinoveva  
Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.09.2015 - 01.11.2015**

### **creative direction styling concept for interior design**

#### **WOW OPEN I FW 2015, Dodenhof, Posthausen**

collaboration with Blocher, Blocher and Partners, Stuttgart

creative director campaign add-ons: Jörn Fröhlich

Key Visual and Claim: Dodenhof

Head of Visual Merchandising at Dodenhof: Jochen Streintz

Head of Visual Merchandising at BBP: Julia Wandelt

Head of Blocher, Blocher VIEW: Anja Pangerl

**14.08.2015 - 16.09.2015**

### **stage and costume design**

#### **The brave Kanhar De I bollywood musical by Sven j. Olsson**

director: Esther Steinbrecher

musical director: Erich A. Radke

choreography: Sophia Guttenhöfer

stage and costume design: Jörn Fröhlich

stage / costume design assistance: Cansu Incesu

Theatre Lower Saxony (Landesbühne Niedersachsen),

Wilhelmshaven, Germany

**premiere: 19.04.2015**

### **creative direction campaign design and vm concept**

#### **Blue Planet I SS 2015**

creative director: Jörn Fröhlich

head of visual merchandising: Ekaterina Zinoveva

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**01.01.2015 - 30.04.2015**

### **costume design**

#### **Steampunk Couture**

pattern making and design: Jörn Fröhlich

costume design assistance: Cansu Incesu

photographer: Ersan Celiktas

#### **exhibitions**

- **19.05.2014 Cetin Emec Gallery in Izmir, Turkey**

- **31.12.2014 Open Gallery, Moscow, Russia**

- **30.03.2015 AALTO university, Helsinki, Finland**

### **costume design**

#### **New Vintage I classic 1950ies dresses**

pattern making and design: Jörn Fröhlich

costume design assistance: Cansu Incesu

photographer: Ersan Celiktas

costume exhibition at Izmir University of Economics

**opening 02.05.2015**

### **creative direction campaign design and vm concept**

#### **Holiday of Love I winter 2014**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

creative assistant: Nur Ceren Kurt

Stackmann Dept. Store, Hamburg-Buxtehude, Germany

**15.11.2014 - 01.01.2015**

### **costume design**

#### **Wire Couture I 10 wire costume sculptures by Jörn Fröhlich**

costume design assistance: Cansu Incesu

artist: Jörn Fröhlich

exhibition at Adnan Saygun Merkezi, Izmir

**20.10.2014 - 15.11.2014**

**creative direction campaign design and vm concept**

**95 anniversary of Stackmann I FW 2014**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

**01.09.2014 - 01.11.2014**

**creative direction campaign design and vm concept**

**Green summer I SS 2014, Stackmann, Buxtehude**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

**01.03.2014 - 01.06.2014**

**stage and costume design**

**Black Out I play written by Esther Steinbrecher**

director: Esther Steinbrecher

stage and costume design: Jörn Fröhlich

stage / costume design assistance: Cansu Incesu

Dorftheater Herxheim, Germany

**premiere: 17.01.2014**

**creative direction campaign design and vm concept**

**Christmas in St. Petersburg I winter 2013, Stackmann, Buxtehude**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

creative assistant: Can Basdogan

**15.11.2013 - 01.01.2014**

**creative direction campaign design and vm concept**

**Style Hotel I FW 2013, Stackmann, Buxtehude**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

**01.09.2013 - 01.11.2013**

**creative direction campaign design and vm concept**

**Summer in the City I SS 2013, Stackmann, Buxtehude**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

**01.02.2013 - 01.06.2013**

**stage design**

**...and Julie I play based on Strindberg's „Miss Julie“**

director: Bahadır Yüksesan

stage design: Jörn Fröhlich

costume design: Cansu Incesu

SALT Theatre, Izmir, Turkey

**premiere: 27.04.2013**

**creative direction campaign design and vm concept**

**House of gifts I winter 2012, Stackmann, Buxtehude**

creative director: Jörn Fröhlich

head of visual merchandising at Stackmann: Ekaterina Zinoveva

**15.11.2012 - 01.01.2013**

**stage and costume design**

**Funny Birdl play written and directed by Esther Steinbrecher**

stage and costume design: Jörn Fröhlich

theater photography: Argun Tanriverdi

Theater Die Stromer, Mollerhaus, Darmstadt

**premiere: 16.09.2012**