



design portfolio | jofro.com | selected works 98-24

costume design fashion design fashion design studio scenography visual merchandising



03/24 | Fashion Design Education | Sweater Design

1. YEAR: Example of undergraduate sweater designs: Overlock, Tie-Dye, Screenprint, Styling and Photography
Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios

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12/23 | Fashion Design Education | Collection Design

4. YEAR: Example of 18 undergraduate collection FW 2024
Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios





12/23 | Exhibition: Portrait Series | Beauty Of Scars

styling and digital imaging: Jörn Fröhlich
Good Design | iyi TASARIM | Mixed Group Exhibition
Izmir, Turkey, 01.12. - 24.12.2023

12/23 | Exhibition: Portrait Series | The New East

styling and digital imaging: Jörn Fröhlich
Good Design | iyi TASARIM | Mixed Group Exhibition
Izmir, Turkey, 01.12. - 24.12.2023



10/23 | Exhibition: Collages | Confluence Of Gazes

styling and digital collage: Jörn Fröhlich
Mixed Group Exhibition, New York, NY, 15.10.2023
Catalogue ISBN: 978-1-955094-53-5



09/23 | Exhibition: Portrait Series | OttomaNeon

styling and digital imaging: Jörn Fröhlich
Mixed Group Exhibition, New York, NY, 15.10.2023
Catalogue ISBN: 978-1-955094-53-5



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09/23 | Exhibition: Textile Design | Earthen Whispers

Textile Object: Jörn Fröhlich
International Textile Biennial 02.09.-24.10.2023
Atlas Pavillon, Kültürpark
Izmir, Turkey





photo: Jörn Fröhlich

09/23 | Scenography | A Sports Play

playwright "Ein Sportstück": Elfriede Jelinek
directed by: Carola Unser
choreography: Sophia Guttenhöfer
stage and costume design: Jörn Fröhlich
HLT, Hessisches Landestheater Marburg, Germany / Premiere 23.09.2023



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08/23 | Fashion Design | NonFastFashion FW23

Sustainable fashion collection by Jörn Fröhlich
Prototype seamstress: Filiz Bulut
FW 2023/24

photo ©Ersan Çelik

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06/23 | Fashion Design Education | Ready-to-wear

4. YEAR: Example of 14 undergraduate ready-to-wear capsule collection SS 2023: Miriam Unger "Travel Shell"
Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios
Fashion show, Izmir: 12.06.2023

photo: ©Eileen Quilley



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05/23 | Fashion Design Education | Coraline - Experimental Couture

4. YEAR: Example of 14 undergraduate experimental collections: Dina Mahrouz "Jellyfish"
Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios
Fashion show and exhibition in collaboration with the Goethe-Institute, Izmir: 25.05.2023 (Izmir Water Days)

photo ©Ersan Çallıbaş



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01/23 | Fashion Design | NonFastFashion SS23

Sustainable fashion collection by Jörn Fröhlich
Protoype seamstress: Filiz Bulut
SS 2023





11/22 | History and Culture of Fashion | Byzance

2. YEAR: Practical exercise for the lecture course "History and Culture of Fashion"
Selected student works, Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design
Supervision of fashion design and fashion management graduation studios since 2010: Jörn Fröhlich

04/22 | History and Culture of Fashion | La Belle Époque

2. YEAR: Practical exercise for the lecture course "History and Culture of Fashion"
Selected student works, Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design
Supervision of fashion design and fashion management graduation studios since 2010: Jörn Fröhlich



06/22 | Costume Design

playwright "800": Anah Filou
directed by: Carola Unser
choreography: Sophia Guttenhöfer
costume design: Jörn Fröhlich
HLTM, Hessisches Landestheater Marburg, Germany
premiere 11.06.2022

photo © Jörn Fröhlich



08/21 | Scenography | Nichts

play written and directed by Esther Steinbrecher
musical director: Regina Wikle, Cellirium
stage and costume design: Jörn Fröhlich
Herxheimer Dorftheater, Herxheim, Germany
premiere: 27.08.2021

photo © Jörn Fröhlich



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06/22 | Sustainable Fashion Design | Reconnect

Series of upcycled experimental designs from surplus fabrics
IYI TASARIM IZMIR 7 | GOOD DESIGN IZMIR 7
Atlas Pavillon, Izmir, Turkey 15.06.2022



BEUYS
BODY COLLECTIVE
CATALOGUE

JOURNEY
CATALOGUE

2021 | Journey | Slow Fashion inspired by Joseph Beuys

Slow fashion collection inspired by Joseph Beuys from upcycled bedlinen and industrial felt.
collection design: Jörn Fröhlich
textile art and eco print design: Dilek Himam
outdoor photography: Jörn Fröhlich, studio photography: Ersan Celiktas
outdoor models: Melda Ince, İzim Melike Moral and Melek Kirman





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06/21 | Scenography | Hair

HAIR musical, Gerome Ragni, James Rado, Galt McDermot
 directed by: Carola Unser
 musical director: Christian Keul
 choreography: Sophia Guttenhöfer
 stage and costume design: Jörn Fröhlich
 HLTM, Hessisches Landestheater Marburg, Germany / Premiere 12.06.2021



photo © Jörn Fröhlich

10/20 | Scenography | Gerd, Königin des Odenwaldes

premiere: scheduled for stage performance 23.07.2020
 DUE TO COVID-19 MOVIE PREMIERE: 02.10.2020
 Local Cinema Event

Writer, Director: Dominik Eichhorn
 stage and costume design: Jörn Fröhlich
 musical director: Sebastian Bothe, choir: Albenä Vogel
 choreographers: Karen Probst, Sylvie Kapraun
 director of photography: James Chan-A-Sue
 Theater Spiel-lust.de, Michelstadt, Germany



sustainable awareness project

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03/20 | Fashion Design Education | Fashion & Sustainability

4 year: Example of 14 undergraduate ready-to-wear capsule collection SS 2020: Sevil Bul "Purity of White"
 Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
 Supervision of fashion design and fashion management graduation studios
 Fashion show and exhibition in collaboration with the Goethe-Institute, Izmir: 02.03.2020

photos ©Erean Çeliktas



photo ©Erean Çeliktas



01/20 | Fashion Design | Sultana re-staged

Fashion inspired by Charles André van Loo: Madame de Pompadour as a sultana, 1755
 Fashion Design and Styling: Jörn Fröhlich



11/19 | Campaign Design & VM Concept | Xmas 2019

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11. - 31.12.2019





06/19 | Costume Design | Macbeth

Play by William Shakespeare
Director: Carola Unser
Costume Design: Jörn Fröhlich, Costume Assistance: Filiz Özbengi
HLTM, Hessisches Landestheater Marburg, Germany / Premiere 13.06.2019





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06/19 | Fashion Design | Boudoir FW19

Sustainable fashion collection by Jörn Fröhlich
exclusiv for TURENGLIFESTYLE.COM
Seamstress: Filiz Bulut, Photographer: Ersan Celiktas
FW 2019/20



02/19 | Stage & Costume Design | Cabaret

"Cabaret" musical, 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
HLTM, Hessisches Landestheater Marburg, Germany
<http://www.hltm.de> | premiere: 23.02.2019





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02/19 | Stage & Costume Design | König Blutwurst - Ubu Roi

Writer, Director: Walter Menzlaw
Costume & Stage Design: Jörn Fröhlich, Costume Design Co-Work: Cansu Incesu
Chawwerusch Theater, Herxheim, Germany / Premiere: 15.02.2019





photos ©Ersan Çelikkaya

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02/19 | Curation and Exhibition Design | BAUHAUS 100

4.year: Exhibition design of an event series on the topic of 100 years of German Bauhaus Design
 - student project presentations and fashion show
 in collaboration with the Goethe-Institute, Izmir

02/19 | Fashion Design Education | BAUHAUS 100

4.year: Example of 14 undergraduate ready-to-wear capsule collections FW 2019: Seda Özkaynak

Studio coordinator at Izmir University of Economics | FFAD | Dept. of Fashion and Textile Design since 2010: Jörn Fröhlich
 Supervision of fashion design and fashion management graduation studios
 Fashion show and exhibition in collaboration with the Goethe-Institute, Izmir: 02.02.2019



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01/19 | Fashion Design | Black Dress

Fashion collection of 14 looks by Jörn Fröhlich
Seamstress: Filiz Bulut, Photographer: Ersan Celiktas
SS 2019



photos ©Ersan Celiktas



12/18 | Costume Design Education | 1920ies Fashion

2.year: Costume design studio coordinator at Izmir University of Economics since 2010: Jörn Fröhlich
Supervision of fashion design and fashion management graduation studios Dept. of Fashion and Textile Design
Fashion show: 22.12.2018



11/18 | Campaign Design & VM Concept | Xmas 2018

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11. - 31.12.2018



09/18 | Costume & Stage Design | Tatütata

Writer and Director: Esther Steinbrecher
Stage and costume design: Jörn Fröhlich
Theater die stromer, Darmstadt, Germany
Premiere: 23.09.2018





08/18 | Stage and Costume Design | Alice in Wonderland

based on the book by Lewis Carroll
Writer and Director: Esther Steinbrecher
Stage and Costume Design: Jörn Fröhlich
Stage/ Costume Design Assistance: Cansu Incesu
Theater Spiellust, Michelstadt, Germany, premiere: 02.08.2018

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03/18 | Fashion Design | Bed & Bath

28 upcycled Fashion Designs based on Bedlinen and Towels
Design and Pattern-making: Jörn Fröhlich
Creative Assistance: Cansu Incesu, Seamstress: Filiz Bulut, Catwalk Photographer: Hicran Ozdamar
Catwalk Presentation 23.03.2018 at MyVia Park 414, Izmir, Turkey

photos ©Eran Cellitias



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01/18 | Fashion Design | PSA experimental couture collection

Design and Pattern Making: Jörn Fröhlich

Seamstress: Filiz Bulut

Photographer: Ersan Celiktaş

Fashion Show on 31.05.2018 at the 12th International Biennial Conference

Exhibition on Textile Art "Scythia", Ivano-Frankiv'sk, Ukraine



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12/17 | Fashion Design Education | Graduation 2017

4. year: Example of undergraduate ready-to-wear capsule collection SS 2018: İlayda Karakus "New Orientalism"

Fashion design studio coordinator at Izmir University of Economics since 2010: Jörn Fröhlich

Supervision of fashion design and fashion management graduation studios Dept. of Fashion and Textile Design

Fashion show: 22.12.2017



11/17 | Campaign Design & VM Concept | Xmas 2017

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11. - 31.12.2017



09/17 | Campaign Design & VM Concept | FW 2017

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany/ 01.09.-31.10.2017



03/17 | Campaign Design & VM Concept | SS 2017

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.03.2016 - 30.04.2017



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01/17 | Costume Design | Spring Cleaning

11 Costumes by Jörn Fröhlich
 Costume Assistant: Cansu Incesu, Tailors: Filiz Bulut, Müjgan İğli, Photographer: Ersan Celiktas, Digital Imaging: Jörn Fröhlich
 Exhibition in Ahmed Adnan Saygun Cultural Center, AASM Gallery, Izmir



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03/17 | Curation and Exhibition Design | Reclaim

Upcycling Design Exhibition
 Curation and Exhibition Design: Jörn Fröhlich
 Catalogue Design: Jörn Fröhlich
 Designers: Argun Tanriverdi, Dilek Himam, Jörn Fröhlich, Sölen Kipöz, The Collective Act
 Ahmed Adnan Saygun Cultural Center, AASM Gallery, Izmir
 20.03. - 30.03.2017



01/17 | Stage, Costume & Graphic Design | Grundeis

Writer, Director: Esther Steinbrecher

Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Dorftheater Herxheim / Premiere: 13.01.2017





11/16 | Campaign Design & VM Concept | Xmas 2016

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2016 - 31.12.2016



NATURGESUNDE LEBENSMITTEL OHNE VERPACKUNGEN

10/16 | Corporate Design | Unverpackt Darmstadt

CI Manual, Logo Design, Print & Web Design: Jörn Fröhlich
Project Assistance: Simay Esmek
www.unverpacktdarmstadt.com / Opening 31.10.2016, Darmstadt, Germany



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10/16 | Stage & Costume Design | Fletsch - Saturday Bite Fever

Musical By Marc Schubring
Director: Carola Unser, Musical Director: Erich A. Radke
Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Landesbühne Niedersachsen-Nord, Wilhelmshaven, Germany / Premiere: 15.10.2016



photos ©Jörn Fröhlich



09/16 | Campaign Design & VM Concept | FW 2016

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2016 - 31.10.2016



07/16 | Graphic Design & Exhibition | Colours Of Ayvalik

Digital Imaging & Graphic Design for 36 Postcards: Jörn Fröhlich
Styling: Dilek Himam, Photographer: Ali Akdamar
Cultural Center of Buca, Izmir, Turkey / 01.07. - 31.07.2016



07/16 | Stage, Costume & Graphic Design | Spog - Game Show

Writer, Director: Carola Unser

Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Inescu
Theater Mollerhaus Darmstadt, Germany / Premiere: 03.07.2016



07/16 | Corporate Design | Theater Die Stromer

CI Manual for Print-and Webdesign & Logo Design: Jörn Fröhlich

Website Programming: Theater Die Stromer

www.theater-diestromer.de / Darmstadt, Germany





photos ©Jörn Fröhlich, Cansu Incesu



06/16 | Stage, Costume & Graphic Design | Grimm und Gretel

Writer, Director: Walter Menzlaw
 Costume & Stage Design: Jörn Fröhlich, Costume Design Co-Work: Cansu Incesu
 Chawwerusch Theater, Herxheim, Germany / Premiere: 02.06.2016



03/16 | Styling Interior Design | Bucherer Luzern

Architecture & Interior Design: Blocher, Blocher & Partners, Stuttgart
Styling: Jörn Fröhlich
Bucherer Watches & Jewelry, Luzern, Switzerland / Store Opening: 30.03.2016



02/16 | Campaign Design & VM Concept | SS 2016

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2016 - 30.04.2016



11/15 | Campaign Design & VM Concept | X-mas 2015

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Simay Esmek, Fulden Kumsal
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2015 - 31.12.2015



11/15 | Stage and Costume Design | Braun Werden

Writer, Director: Esther Steinbrecher, Idea: Michael Bauer
Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Chawwerusch Theater - Expedition, Herxheim, Germany / Premiere: 13.11.2015



photos © Jörn Fröhlich



photos ©Jörn Fröhlich



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09/15 | Campaign Design & VM Concept | FW 2015

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Cansu Incesu, Elif Tekcan, Ipek Ünal
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2015 - 01.11.2015



09/15 | Visual Merchandising | Shoe & Leather

Creative Director VM Add-Ons: Jörn Fröhlich for Blocher, Blocher & Partners, Stuttgart
Key Visual & Claim: Dodenhof, Head of Visual Merchandising & Retail Design at Dodenhof: Jochen Streintz
Head of Visual Merchandising & Retail Design at BBP: Julia Wandelt
Head of Blocher, Blocher View: Anja Pangerl, Opening: 16.09.2015



08/15 | Wayfinding & Signage | School Of Foreign Languages

Wayfinding Concept, Signage & Graphic Design: Jörn Fröhlich
 Architect: Gudjon Thor Erlendsson, Engineering: Hüsnü Alpan
 Izmir University Of Economics / opening 31.08.2015

06/15 | Styling | Ottomania

Couture: Paul Scherer,
Styling, Hair and Make-Up: Jörn Fröhlich
Photographer: Ethem Onur Parlar
10.06.2015



04/15 | Stage & Costume Design | Kanhar De

Writer: Sven J. Olson, Director: Esther Steinbrecher, Musical Director: Erich A. Radke, Choreography: Sophia Guttenhöfer
Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Theater Lower Saxony (Landesbühne Niedersachsen-Nord), Wilhelmshaven, Germany / Premiere: 19.04.2015





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03/15 | Costume Design Exhibition | Steampunk Couture

12 Costumes by Jörn Fröhlich, Costume Assistance: Cansu Incesu, Accessories: Dilek Himam, Elif Tekcan, Photographer: Ersan Celiktas Exhibitions in Cetin Emec Gallery, Izmir, Turkey on 19.05.2014/ Open Gallery, Moscow, Russia on 31.12.2014 and Aalto University „Critical Costume Conference“, 30.03.2015 Helsinki, Finland



photo ©Jorge Sandoval



photo ©Jörn Fröhlich

02/15 | Exhibition Design | Datum

Curation, Exhibition & Catalogue Design: Jörn Fröhlich
 Documenting & Archiving Turkish Modern Furniture / 100 furniture pieces
www.datumm.org / Ahmet Adnan Saygun Cultural Center Izmir / 06.02. - 24.02.2015

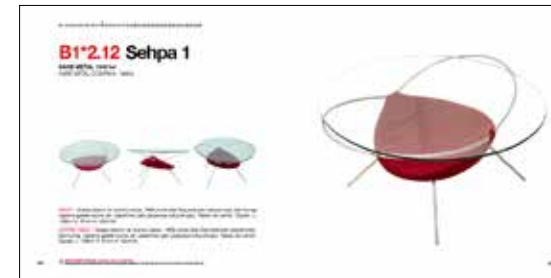




photo ©Jörn Fröhlich



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02/15 | Costume Design | New Vintage

6 Costume Designs by Jörn Fröhlich, Costume Assistance: Cansu Incesu
 Photographer: Ersan Celiktas, Digital Imaging: Jörn Fröhlich
 Costume Exhibition In Izmir University Of Economics / 02.02.2015



10/14 | Wire Sculpture | Robe De Style

Wire Sculpture by Jörn Fröhlich, Creative Assistance: Cansu Incesu
 Dönüşüm / Transformation Group Exhibition
 Adnan Saygun Cultural Center, Izmir, Turkey / 20.10. - 20.11.2014



02/15 | Campaign Design & VM Concept | SS 2015

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2015 - 30.04.2015

11/14 | Campaign Design & VM Concept | X-mas 2014

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Nur Ceren Kurt
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2014 - 31.12.2014



09/14 | Corporate Identity | Rive Gauche

CI Manual, Logo, Print & Webdesign: Jörn Fröhlich
 www.beatrommel.com
 Opening 04.09.2014, Solothurn, Switzerland

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Corporate Identity | Home & Style

CI Manual, Logo, Print & Webdesign: Jörn Fröhlich
 www.beatrommel.com
 Opening 27.10.2011, Solothurn, Switzerland



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11/11 | Costume & Stage Design | 50. Kural: Beklemek

Based on „Romeoyu Beklemek“ - “Waiting For Romeo” by Sarah Grochala, Writer and Director: Bahadır Yüksekşan
Costume & Stage Design: Jörn Fröhlich
Salt Theater, Izmir, Turkey / Premiere: 26.11.2011

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01/14 | Stage, Costume & Graphic Design | Black Out

Writer & Director: Esther Steinbrecher
Costume & Stage Design: Jörn Fröhlich, Costume & Stage Design Assistance: Cansu Incesu
Dorftheater Herxheim / Premiere: 17.01.2014



photo © Jörn Fröhlich



11/13 | Campaign Design & VM Concept | X-mas 2013

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Creative Assistance: Can Basdogan
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2013 - 31.12.2013





09/13 | Exhibition Design | Ikichi

Curation, Exhibition & Catalogue Design: Jörn Fröhlich
 Foto Series Exhibition Dilek Himam & Fulya Ertem Baskaya
 K2 Gallery, Izmir, Turkey / 16.09. - 30.09.2013

photo ©Ersan Celikias





09/13 | Campaign Design & VM Concept | FW 2013

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2013 - 31.10.2013



04/13 | Stage Design | ...ve Julie

based on Strindberg's „Miss Julie“

Director: Bahadır Yüksekşan

Stage Design: Jörn Fröhlich, Costume Design: Cansu Incesu, Photography: Argun Tanriverdi
Salt Theater, Izmir, Turkey / Premiere: 27.04.2013



02/13 | Campaign Design & VM Concept | SS 2013

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva

Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2013 - 31.03.2013



photos © Jörn Fröhlich



09/12 | New Corporate Design | Campaign Design & VM Concept

Creative Director: Jörn Fröhlich
CI Manual and Style Guide: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Photographer: Christoph Herpel
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany, Opening 30.09.2012



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09/12 | Stage, Costume & Graphic Design | Komischer Vogel

Writer, Director: Esther Steinbrecher for Theater Die Stromer
Stage, Costume & Graphic Design: Jörn Fröhlich, Photography: Argun Tanriverdi
Theater Mollerhaus, Darmstadt / Premiere: 16.09.2012



photos © Argun Tanriverdi



04/12 | Exhibition Design | Food Couture

Curation, Exhibition & Catalogue Design: Jörn Fröhlich
 Food Couture by Dilek Himam, Texts: Sölen Kipöz, Photography: Argun Tanriverdi
 2. Agrindustrial Design Conference, Izmir University Of Economics / Exhibition Opening: 26.04.2012

M E N U E

Mode

Mode als unsere Art der Selbstdarstellung in der modernen Gesellschaft verspricht Zier-, Beschwerde- und Selbstausdruck durch Kleidung.

Fashion

Fashion as our way of self expression in modern society promises adornment, appeal and self expression through clothes.

Moda

Modern toplumdaki kişisel temsiliyet aracı olarak moda, kıyafetler aracılığı ile süslenme, coşibe yaratma ve kişisel tarzımızla iletişim kurma gibi amaçlar vaat ediyor.

M E N U E

Essen

Der menschliche Körper als physikalischer Organismus bildet die Schnittmenge zwischen Esskultur und modischer Kleidung.

Food

The human body as a physical organism is the intersection between food culture and fashion clothes.

Yemek

Yemek kültürü ve moda-kıyafet arasındaki ilişkinin arakesitinde beden yaratıyor.

photos © Jörn Fröhlich

MA... POLO TOMMY HILFIGER SELECTION BY S. OLIVER ESPRIT CO.

multi color

trendfarben 2012



02/12 | Campaign Design & VM Concept | SS 2012

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2012 - 01.06.2012

multi color



02/14 | Campaign Design & VM Concept | SS 2014

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2014 - 30.04.2014



11/11 | Campaign Design & VM Concept | X-mas 2011

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2011 - 31.12.2011

photo © Jörn Fröhlich



09/11 | Campaign Design & VM Concept | FW 2011

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2011 - 31.10.2011



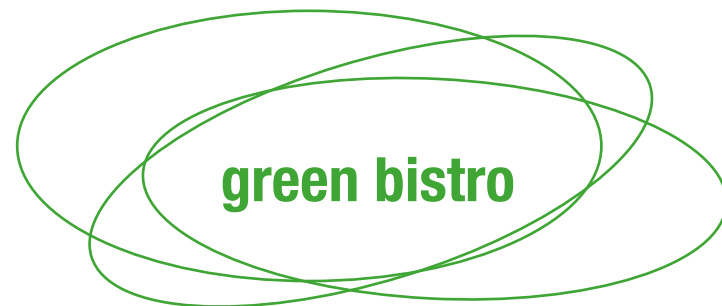


08/11 | Costume & Graphic Design | Himmel und Meer

Play by Susanna Baccari und Valeria Cavalli, Director: Sybrand Van Der Werff
Costume & Graphic Design: Jörn Fröhlich, Stage Construction: Detlef Köhler
Theater Die Stromer, Darmstadt & Theater Grüne Soße, Frankfurt Am Main, Germany / Premiere: 13.08.2011

photos ©Detlef Köhler





08/11 | Interior Design & Corporate Design | Green Bistro

Creative Director: Jörn Fröhlich

Co-Design & Construction: Siddik Erdogan, Head of Visual Merchandising & Retail Design: Omar Omeirat
L&T, Dept. Store, Osnabrück, Germany, Opening 30.08.2011



11/10 | Campaign Design & VM Concept | X-mas 2010

Creative Director: Jörn Fröhlich
Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.11.2010 - 31.12.2010



photo ©Thomas Blank



09/10 | Stage, Costume & Graphic Design | A Lady Vanishes

Writer & Director: Esther Steinbrecher

Costume & Stage Design: Jörn Fröhlich

Theater Die Stromer, Darmstadt / Premiere: 15.09.2010



09/10 | Campaign Design & VM Concept | FW 2010

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Photographer: Christoph Herpel
Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.09.2010 - 31.10.2010





05/10 | Stage & Graphic Design | Così Fan Tutte

Opera by W.A. Mozart, Director: Dagny Müller
Stage & Graphic Design: Jörn Fröhlich, Costume Design: Line S. Maher
Opera Khio, Oslo, Norway / Premiere: 26.05.2010



SÜMERBANK

kültürel mirasın modayla buluşması
Izmir Ekonomi Üniversitesi'nde bulunan orijinal SÜMERBANK desenlerinden oluşan bir sergi, 1950-2000

a cultural heritage meets with fashion
exhibition of original SÜMERBANK pattern designs (1950-2000) at izmir university of economics

10.05.2010 - 31.05.2010



photos ©Jörn Fröhlich

05/10 | Curation and Exhibition Design | Sümerbank For Everyone

Sümerbank Textiles by Dilek Himam & Sölen Kipöz
Curation and Exhibition Design: Jörn Fröhlich
Izmir University Of Economics / 10.05. - 31.05.2010





02/10 | Campaign Design & VM Concept | SS 2010

Creative Director: Jörn Fröhlich

Head of Visual Merchandising & Retail Design: Ekaterina Zinoveva, Photographer: Christoph Herpel Stackmann, Dept. Store, Hamburg-Buxtehude, Germany / 01.02.2010 - 01.06.2010



photo © Jörn Fröhlich



11/09 | VM Concept | Breuninger Premium X-mas 2009

Creative Director for Liganova - Brand Retail Company: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.11.2009 - 31.12.2009



08/09 | VM Concept | Boss Black Label | SS 2010

based on Peter Lingbergh's Photo Campaign
Creative Direction for Liganova - Brand Retail Company: Jörn Fröhlich
Project Manager: Alexander Salzer, 08.08.2009





05/09 | Interior Design | Object “Swoosh”

Object „Swoosh“ by Jörn Fröhlich for “Dresses Of The Animals” Exhibition
Exhibition Design: Valentine Koppenhöfer
„Museum of Nature“, Gotha, Germany / 17.05. - 25.10.2009



photos © Christoph Harpel



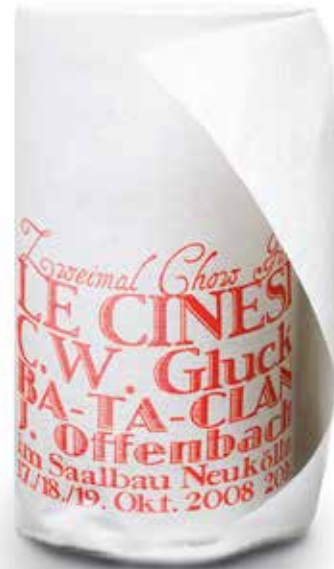
11/08 | VM Concept | X-mas 2008

Creative Director for Breuninger Christmas Market: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.11.2008 - 31.12.2008



10/08 | VM Concept | Breuninger Premium FW 2008

Creative Director: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.10.2008 - 31.10.2008



10/08 | Graphic Design | Le Cinesie, Ba-Ta-Clan | Opera

Art-Direction Layout Poster & Postcard: Jörn Fröhlich
 Director: Dagny Müller
 Opera Saalbau Neukölln / Premiere: 17.10.2008



06/08 | Costume & Stage Design | Irgendwas fehlt immer

Writer, Director: Esther Steinbrecher
 Costume & Stage Design: Jörn Fröhlich, Stage & Costume Assistance: Marie Luise Bernhardt
 Theater Die Stromer, Theater Mollerhaus / Premiere: 07.06.2008



03/08 | Wire Sculpture Exhibition | Breuninger Premium

10 Lifesize Wire Sculptures by Jörn Fröhlich, Creative Assistance: Bettina Strohmeier, Ekaterina Zinoveva
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / Exhibition: 17.03.2008 - 30.03.2008





10/07 | VM Concept | X-mas 2007

Creative Director: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.10.2007 - 31.12.2007



02/07 | VM Concept | Breuninger Premium Spring 2007

Creative Director: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.02.2007 - 28.02.2007



photos © Christoph Herpel



10/06 | VM Concept | X-mas 2006

Creative Director: Jörn Fröhlich
Head of Visual Marketing: Marc Schumacher, Marion Strecker
Breuninger Dept. Store, Stuttgart, Germany / 01.10.2006 - 31.12.2006

03/05 | Stage & Graphic Design | Le Nozze di Figaro

Opera by W. A. Mozart, Director: Torsten Schröder
Stage and Graphic Design: Jörn Fröhlich, Costume Design: Isabel Kurscheid
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 15.03.2005



photos © Jörn Fröhlich





12/04 | Costume Design Co-Work | Eugen Onegin

Opera by P.I. Tschaikowsky, Director: Giancarlo del Monaco
Stage Design: Johannes Leiacker, Costume Design: Birgit Wentsch (Solo Costumes) and Jörn Fröhlich (Choir Costumes)
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 03.12.2004



11/04 | Stage, Costume and Graphic Design | Cendrillon

Opera by J. Massenet , Director: Marcus Lobbes
Stage and Graphic Design: Jörn Fröhlich, Costume Design together with Isabel Kurscheid
Deutsche Oper am Rhein, Duisburg, Germany / Premiere: 05.11.2004



03/04 | Stage, Costume and Graphic Design | Rasende Raststätte

Play by F.S. Felix and T. Kölsch, Director: Esther Steinbrecher
Costume & Stage Design: Jörn Fröhlich
Chawwerusch Theater, Herxheim, Germany / Premiere: 08.03.2004



photos © Jörn Fröhlich



09/04 | Stage & Graphic Design | Wir schlafen nicht

Play by Kathrin Röggla, Director: Jörg Giese
Stage and Graphic Design: Jörn Fröhlich, Costume Design: Isabel Kurscheid
Joseetti Höfe, Berlin, Germany / Premiere: 09.09.2004



photos ©Jörn Fröhlich



07/04 | Costume & Stage Design | 3xBallett

Choreographers: Anna Vita, Eva Zamazalova, Young-Soon Hue
Costume and Stage Design: Jörn Fröhlich
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 09.07.2004



05/04 | Stage, Costume and Graphic Design | Viva La Mamma

Opera by G. Donizetti, Director: Tobias Richter
Stage and Graphic Design: Jörn Fröhlich, Costume Design together with Isabel Kurscheid
Deutsche Oper am Rhein, Düsseldorf, Germany / Premiere: 25.05.2004



photos ©Jörn Fröhlich



09/03 | Stage, Costume & Graphic Design | Crise Campagnole

Writer/ Director: Esther Steinbrecher
Stage, Costume and Graphic Design: Jörn Fröhlich
Relais Culturel, Wissembourg and Chawwerusch Theater, Herxheim, Germany / Premiere: 25.09.2003



04/03 | Stage, Costume and Graphic Design | Paris und Helena

Opera by C.W. Gluck, Director: Dagny Müller
Stage, Costume and Graphic Design: Jörn Fröhlich, Costume Assistance: Kati Schmidt, Debra Abrons
Schlosstheater Rheinsberg, Germany / Premiere: 17.04.2003

photos @Jörn Fröhlich





02/98 | Costume Design | Beyond Mozambique

Play by G.F. Walker, Director: Jörg Giese
Costume design: Jörn Fröhlich
Studiobühne Mitte, Berlin, Germany / Premiere: 02.02.1998

Selected Theater Design Assistances



frau ohne schatten, richard wagner
state theater darmstadt, germany
premiere: 19.09.1999
directed by friedrich meyer oertel
stage designed by hans martin scholder
costume designed by eva dessecker



l'amour des trois oranges, sergeij prokofiev
deutsche oper am rhein, düsseldorf, germany
premiere: 20.12.2002
directed by benno besson
stage designed by ezio toffolutti
costumes designed by patricia toffolutti



symphonies phantastiques, ballett by uwe scholz
deutsche oper am rhein, düsseldorf, germany
premiere: 29.03.2003
directed by uwe scholz
costumes and stage by uwe scholz



norma, bellini
deutsche oper am rhein, düsseldorf, germany
premiere: 16.05.2003
directed by werner schroeter
stage designed by barbara rückert
costumes designed by alberte barsacq



tristan and isolde, richard wagner
state theater darmstadt, germany
premiere: 30.09.2000
directed by friedrich meyer-oertel
stage designed by hans martin scholder
costumes designed by eva dessecker



i vespri siciliani, giuseppe verdi
state theater darmstadt, germany
premiere: 03.03.2001
directed by friedrich meyer oertel
stage designed by hartmut schörghofer
costumes designed by wilhelmine bauer



west side story, leonard bernstein
deutsche oper am rhein, düsseldorf, germany
premiere: 27.10.2002
directed by youri vamos
stage and costumes designed by michael scott



macbeth, giuseppe verdi
deutsche oper am rhein, düsseldorf, germany
premiere: 19.07.2003
directed by stein winge
stage and costumes designed by tine schwab



theater concert, maurizio kagel
deutsche oper am rhein, düsseldorf, germany
premiere: 02.10.2003
directed by christoph nel
stage designed by roland aeschlimann
costumes designed by margit koppendorfer



coppélia, léo délibes
deutsche oper am rhein, düsseldorf, germany
premiere: 02.10.2003
directed by youri vamos
stage and costumes designed by michael scott

Jörn Fröhlich | jofro.com



1990-1992 English and roman language studies
FU, Freie Universität Berlin, Germany

1992-1994 Fashion intern at Nicole Miller, Todd Oldham and Comme des Garcons
New York, NY, USA

1994-1997 Vocational training in female costume tailoring | journeymen´s certificate
State Theatre of Darmstadt, Germany

1997-2002 Master´s Degree in costume design | university diploma
University of Fine Arts (UdK - Universität der Künste), Berlin, Germany

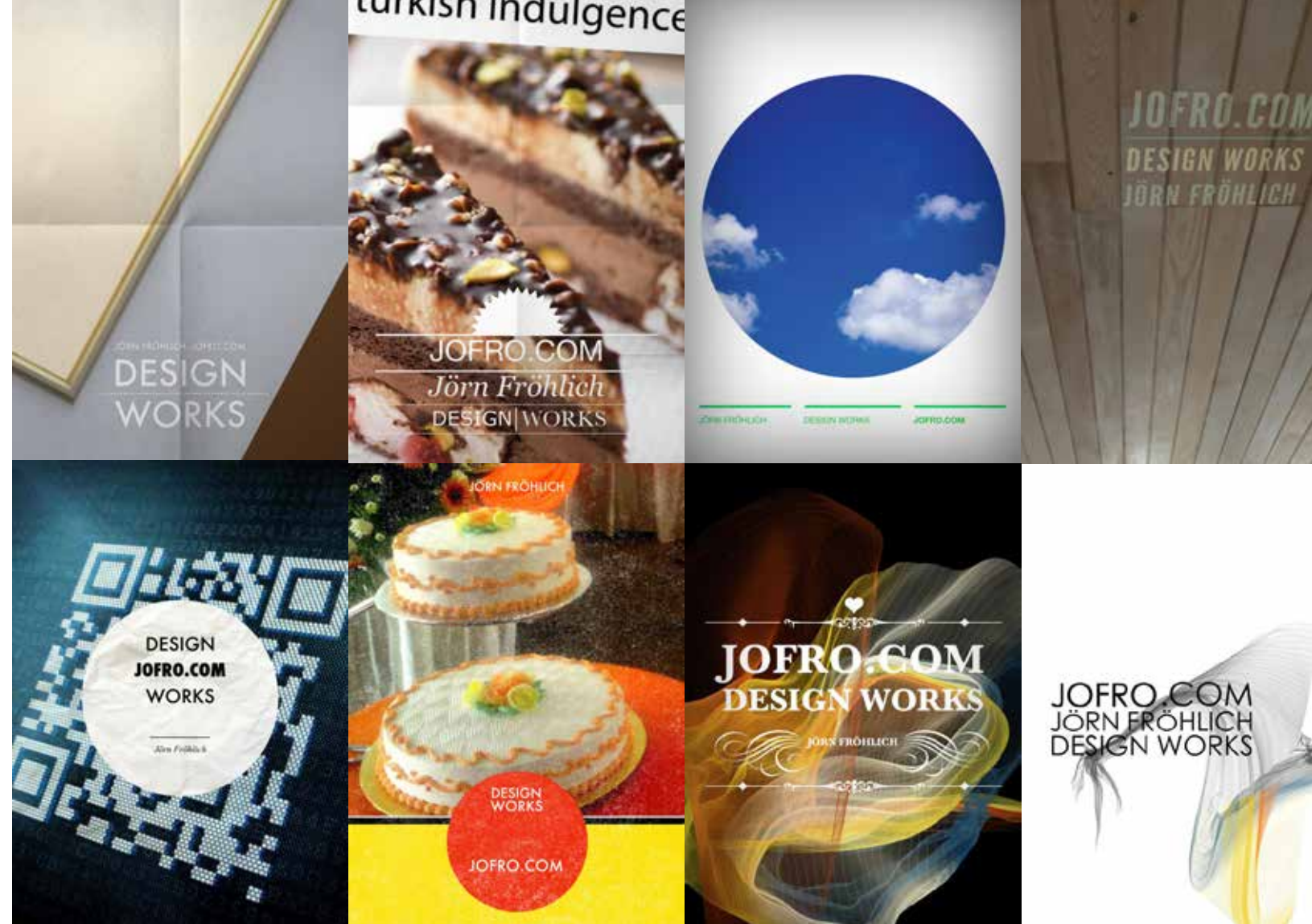
2002-2005 Production manager in costume design
German Opera on the Rhine (Rheinoper Düsseldorf), Düsseldorf, Germany

2005-2007 Visual merchandising manager in premium fashion retail
Visual Communication design, visual merchandising and window display
Breuninger Dept. Store, Stuttgart, Germany

2007 Founder JOFRO.COM - design works
Design for theater, visual communication design and visual merchandising in fashion retail

since 2010 Academic design education | Lecturer
Coordination and supervision of fashion design studio and fashion management studio
Izmir University of Economics, Faculty of Fine arts and Design, Izmir, Turkey

2020 Founder NONFASTFASHION - sustainable fashion
Designs from surplus fabrics in small quantities





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