

design portfolio

by Siiri Pakarinen

*To do, or not to do, that is the question:
Whether 'tis nobler in the mind to suffer
The slings and arrows of suffocating doubts
Or to take action in a sea of possibilities
And by succumbing enjoy them. To live – to create*

table of contents

35 pages

CHARMING TO MEET YOU.....	4	EXHIBITIONS.....	26
BRAND.....	5	Prima Ballerina at Alexander Theater	
Rosomania			
FINAL THESIS.....	8	CLIENTS.....	29
Bag Collection		Studio Heijne	
Miss Collins			
SHOE DESING.....	16	SKETCHBOOK.....	32
Prima Ballerina		Queens series	
Woolshoe		Inspired by Schiaparelli	
Nostalgia			
WORKSHOPS.....	24	CONTACT ME.....	35
Footwear Design Bootcamp			

Charming to meet you

I am Siiri,

A designer, blogger and a romantic soul with passion for all things storytelling and beautiful shoes. With a Bachelor's degree in footwear & eight years of writing blog posts about style, my skill set ranges from **accessory design** and **visual storytelling** to **communication**.

As a dancer my design world is also heavily influenced by **ballet** – a visual artform known for its **beauty, elegance & historical references**. In fact, I carry my dancer self to every aspect of my life and when it comes to design my approach is more **holistic** rather than technical: every colour has a smell, every collection has a sound, every garment inspires movement & all design has consequences.

After all, we make objects for us to experience our lives under their shells. I can make shoes and give them names and purpose but what they will become once you walk out into the world is unknown. For design is constantly on the go.

So, personally, what I want out of design is this **ever changing possibility to write stories, and then, rewrite them**.



Bachelor of Culture & Arts,
Häme University of Applied Sciences
major: footwear design



Finland, European Union



Ballet, literature, crafts



www.posh-blog.com



Design for a beautiful world



Accessories, storytelling,
communication

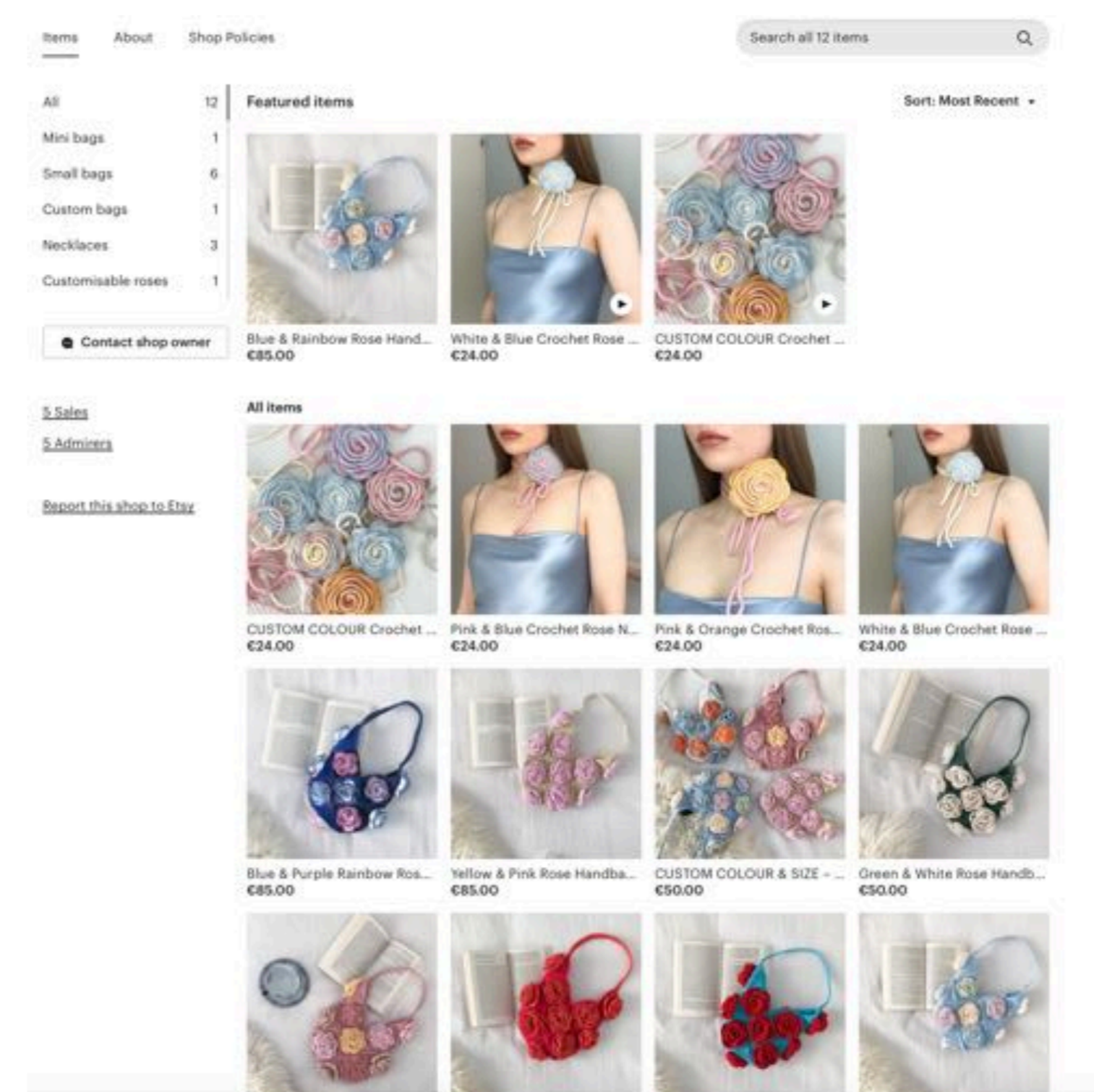
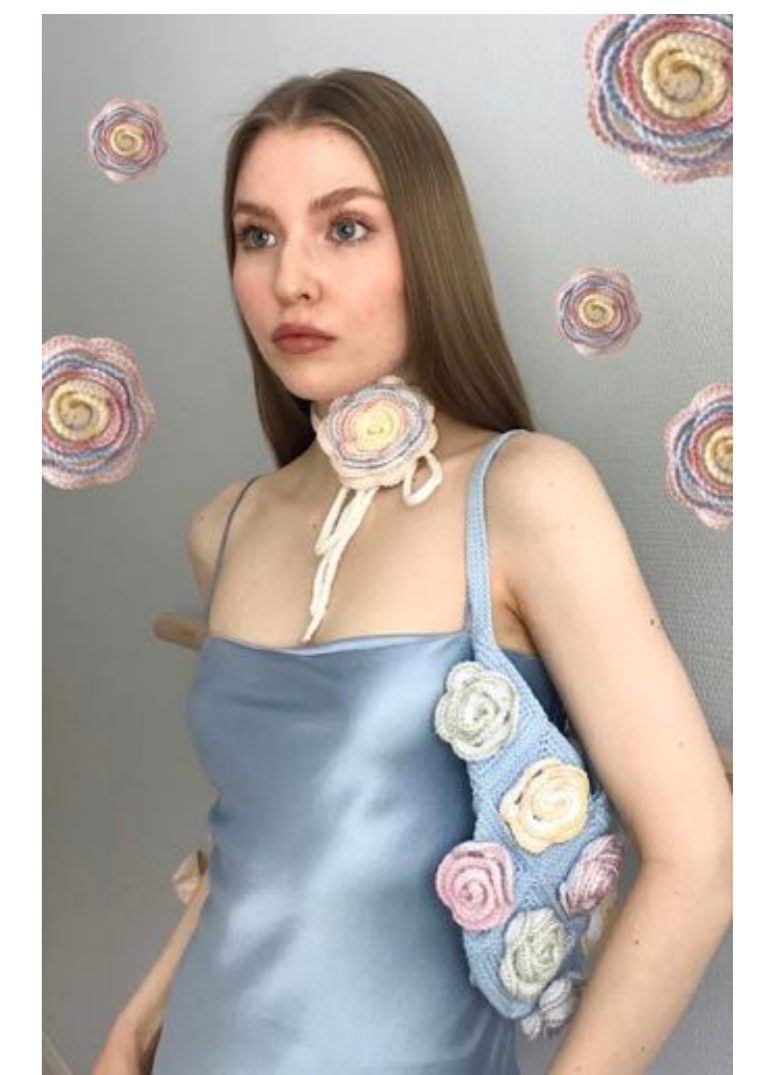
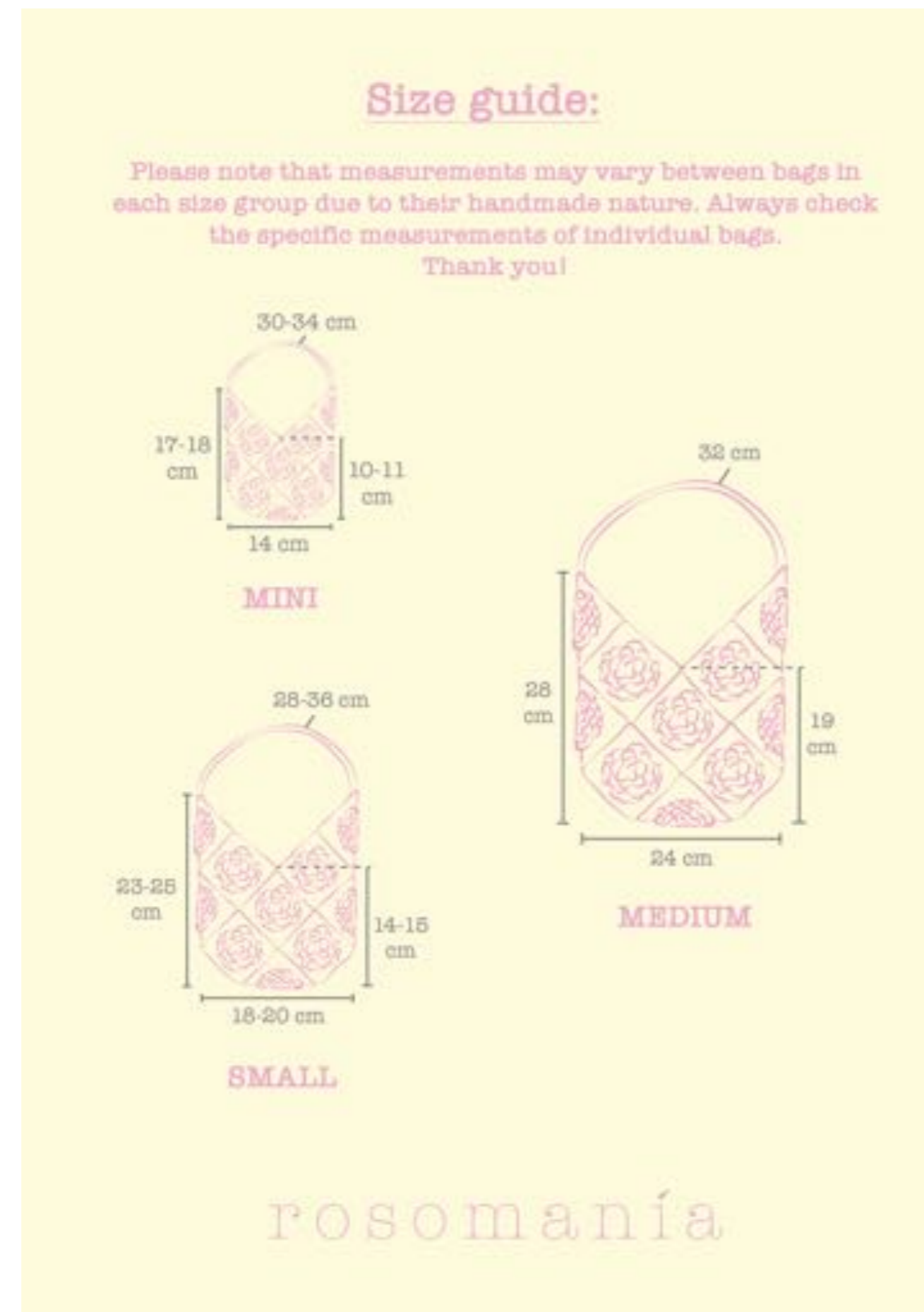
brand

2024

Rosomania

= a fascination for roses

A love of yarn, roses & storytelling turned into a small boutique project which I sell via Etsy and share on social media. Rosomania is all about **customisable, handmade crochet** products inspired by the most romantic flower of our world, **rose**, whose rich symbolism has been shaping our ideas of beauty since antiquity.

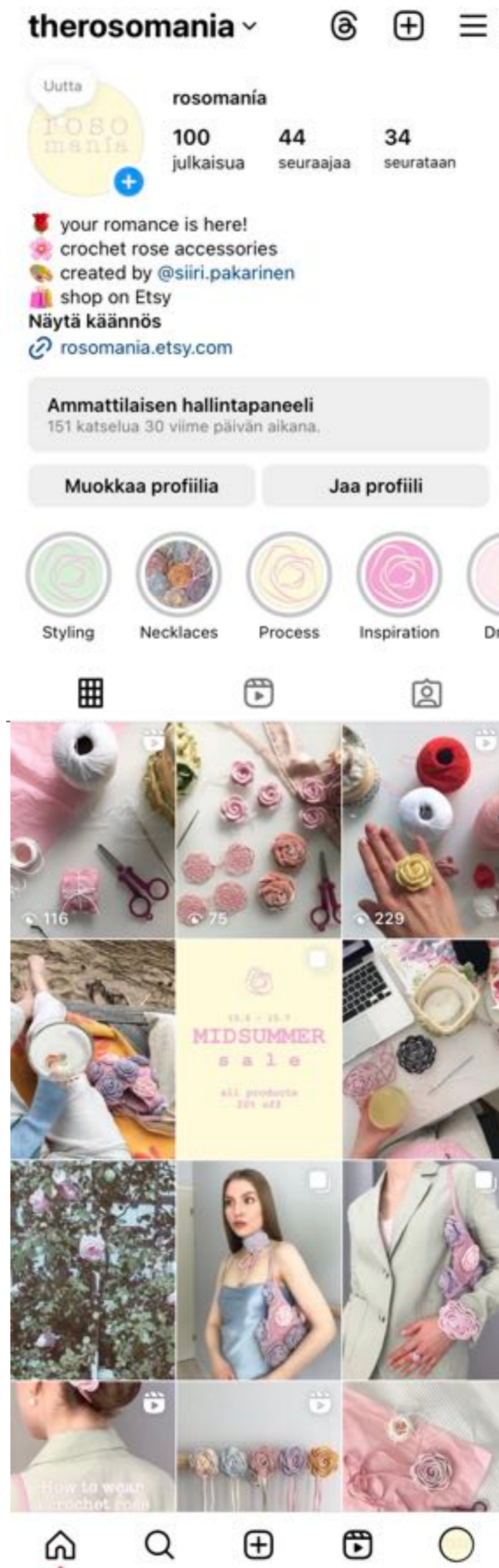


crafting in the era of social media



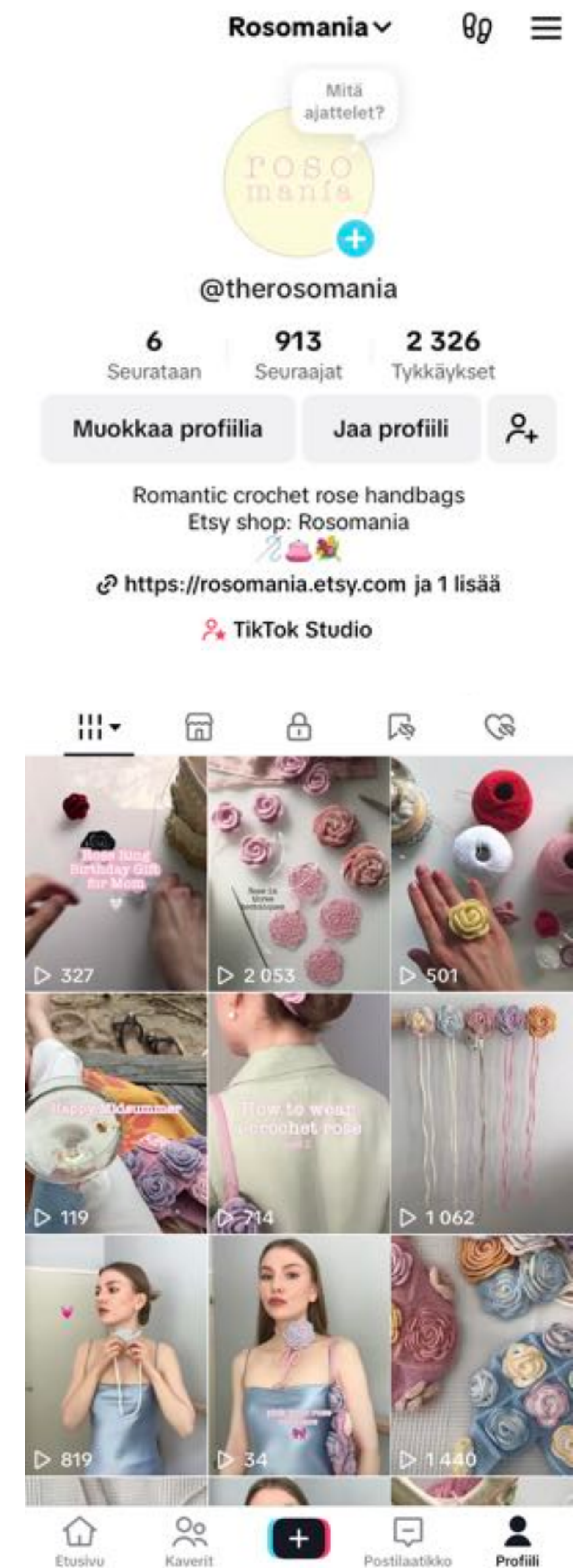
Instagram

tap to see [@therosomania](#)

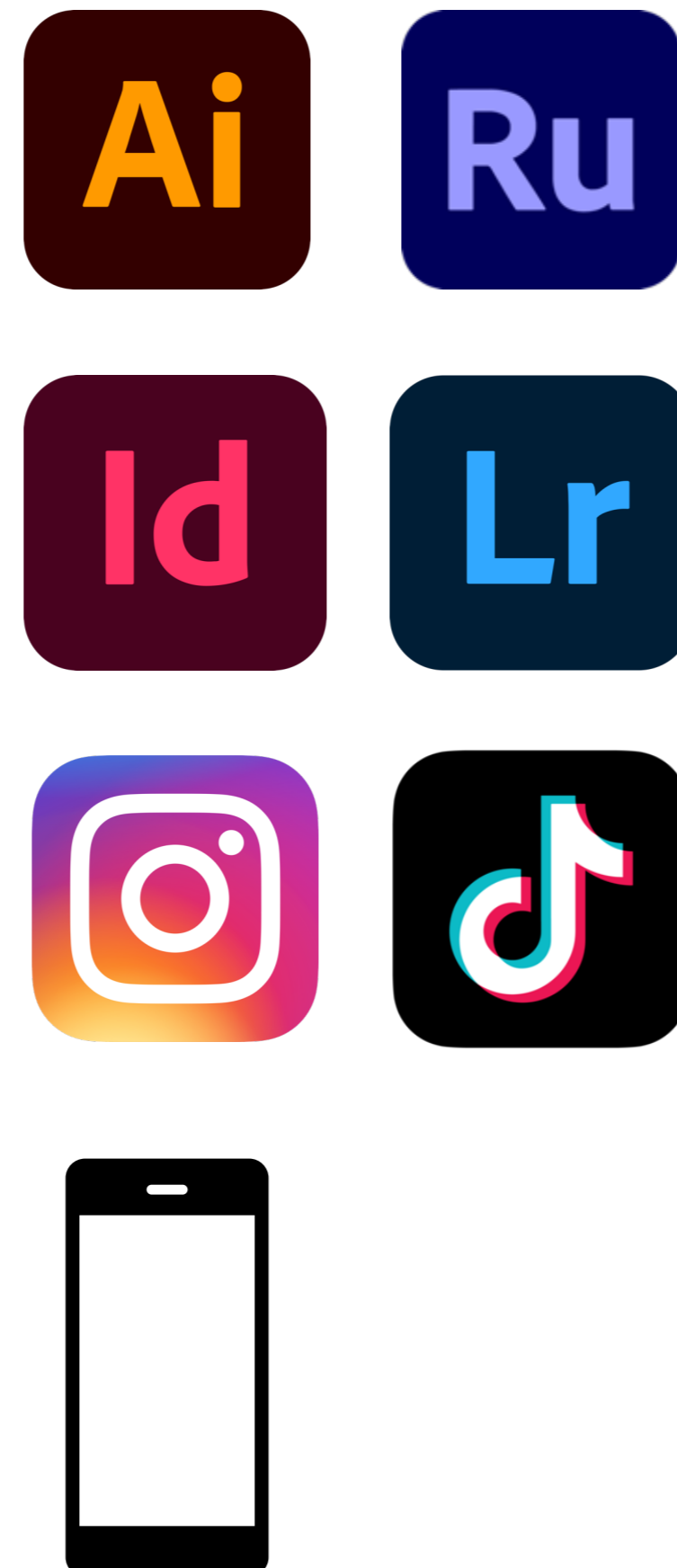


TikTok

tap to see [@therosomania](#)



Tech:



Key words:

branding, content creation, graphic design, marketing, crochet, product development, community building, customer service, art direction, visual storytelling

final thesis

2023

My Thesis

Bodily Knowledge in the Sketchbook Work for the Design of Haute Couture Bags: Prima Ballerina Shoe Collection as a Starting Point

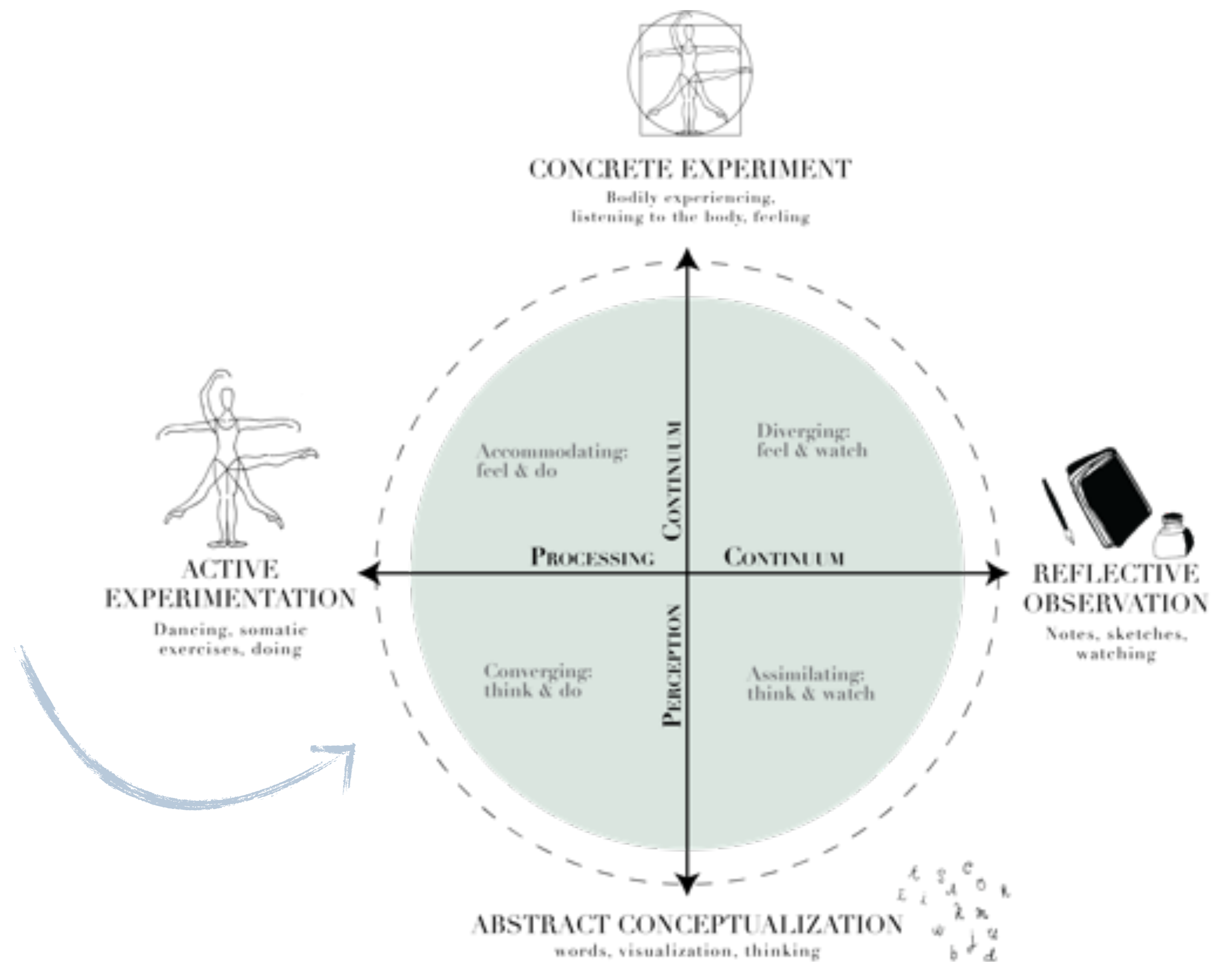
In my final thesis I investigated how **bodily knowledge** derived through dance could be used in a **creative sketchbook process**.

Inspired by my background in ballet, I incorporated **dance & somatic methods**, particularly Bartenieff Fundamentals, with **traditional sketching techniques** in an endeavor to design a truly unique bag collection.

The sketching process largely followed **Kolb's Experimental Learning Cycle** which alternates doing and reflecting.

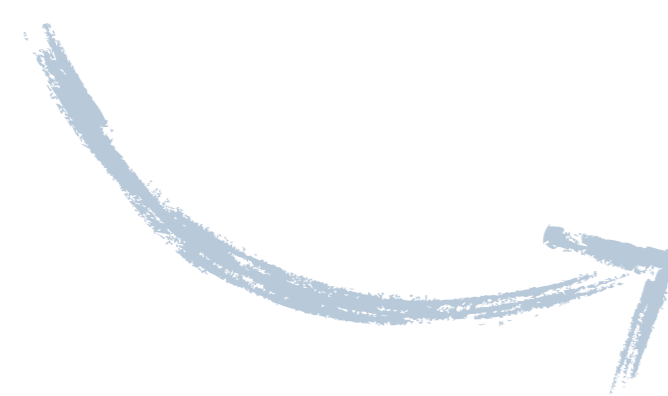
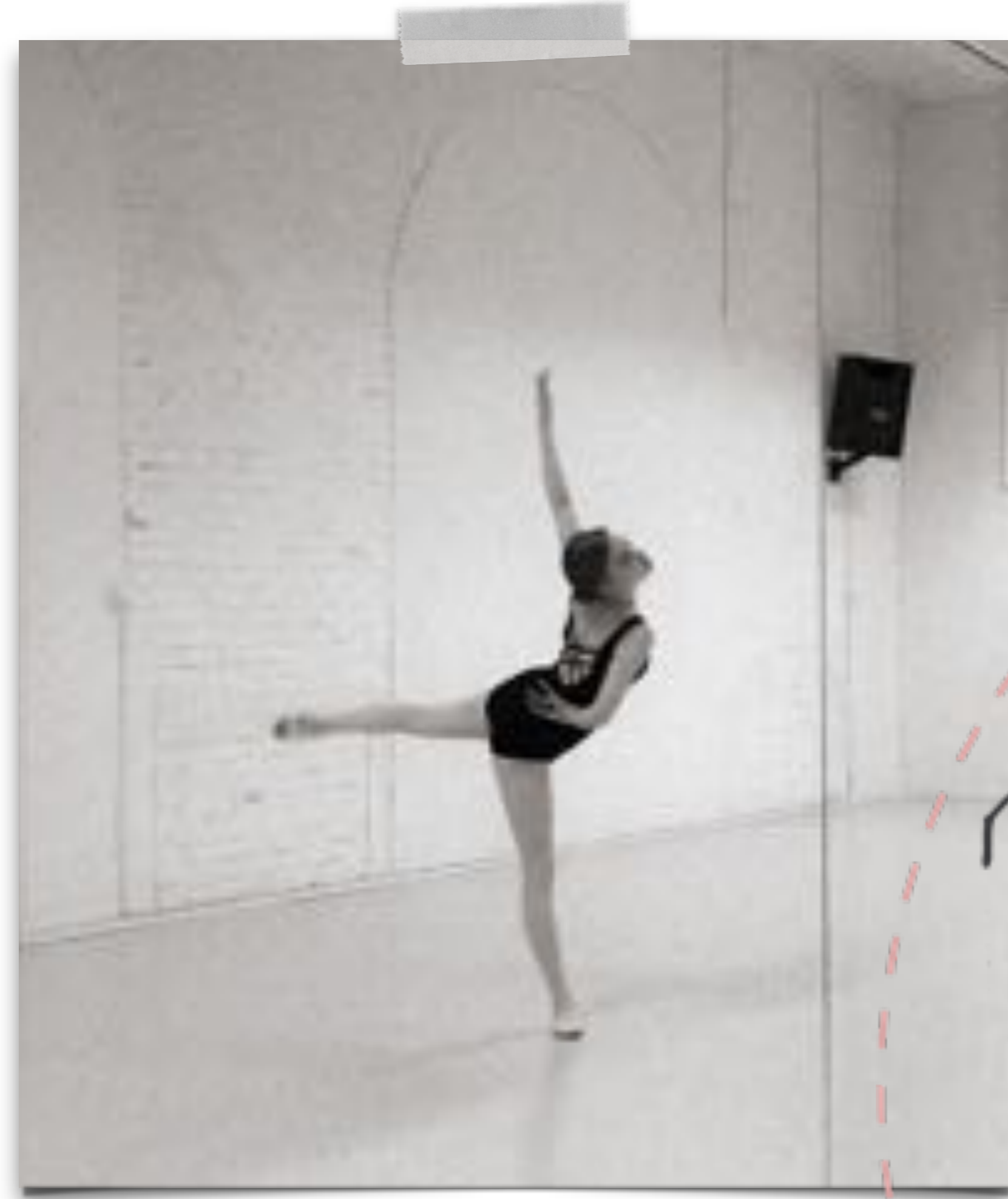
Other framework of the thesis were **Haute Couture Bags, Rococo style** and previously designed **Prima Ballerina Collection** – a guiding star of the design of the bags.

read my full thesis [here](#)



The Sketching Process

alternates between concrete experimenting & abstract conceptualization
(movement <-> sketching)

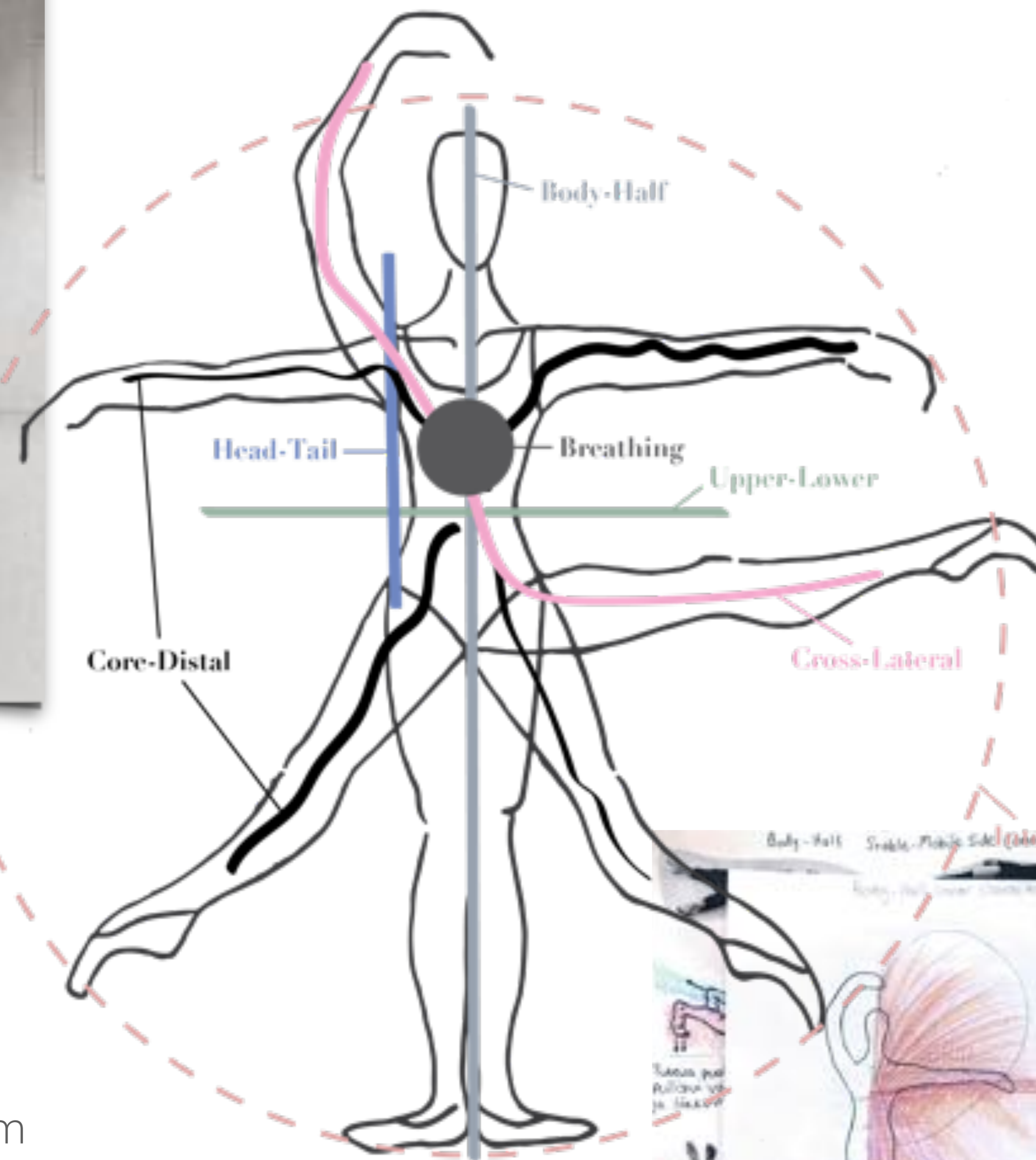


1.

Learning through body starts from abandoning cartesian dualisms and seeing mind and body as one.

Harvesting material for design through **somatic** movement and dancing. Focus is on different **body patterns** and how moving makes you feel, sense and realize space, time and bodies around you.

Body patterns of
BARTENIEFF FUNDAMENTALS

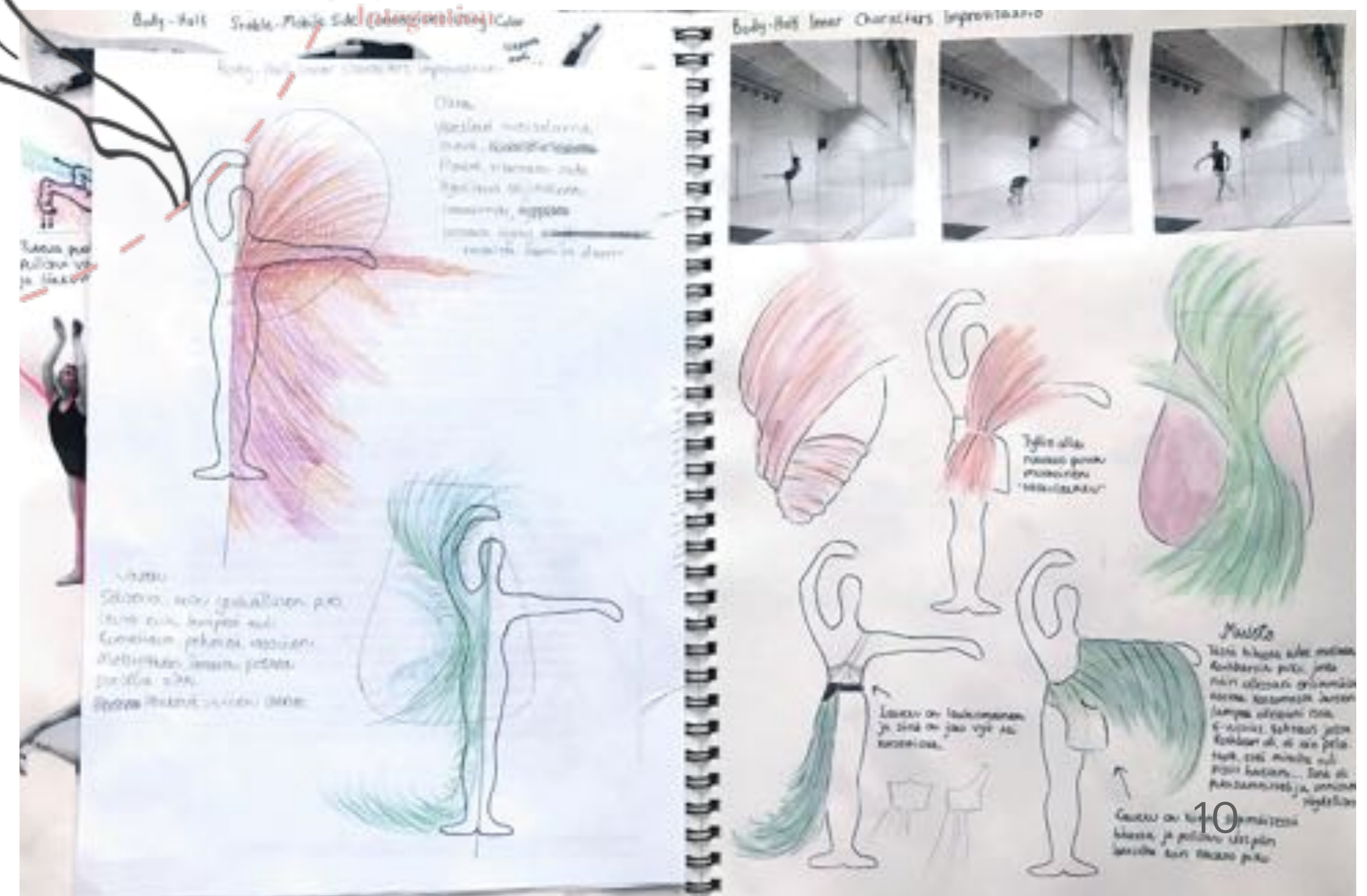


2.

After movement **feelings, sensations** and **realizations** are recorded in a sketchbook by drawing and writing.

It is important not to judge your findings and accept even the ones that doesn't seem to make sense.

Finally, the knowledge harvested from your body can be used as ideas for design.





Kuusi värin,
 musta ja ruskea
 samoilijaksi,
 mustat,
 värilliset

Flora. Ihonväri
 valkoinen, vihreä

Ruusu pöytä
 kiva, rönkömäinen
 väkäläinen, joka on
 näkössä myös pöytä
 pöytämaasta osittellen
 ään. Rengas, hirsyt,
 laaj. pöytämaasta

Pöytämaasta
 pöytä

Hyönteis
 pöytä



Beccos kulttuurit

Epigrammia,
Impressionist
Molekula



Neoklassismin vaikutus | Rinnast | Terveystieteiden tutkimuskeskus

Tuote 2 - Aina

Smoking top

Upper Character

- ...
- ...
- ...
- ...
- ...
- ...

Inner character - upper - Lower

... ..

Tuote 4

Body-Half Inner character Movement and Dressing

Käivällinen, Työvälinen, Kuusivuorinen, Kuumelinen

Säle korostaa pään osaa ja lantia

Body-Half Daring Amplifying Fabrics and Embracing the whole

Body-Half Inner Character Movement and Dressing

Tuote 5 - Aina

... ..

... ..

PRIMA BALLERINA



MADemoiselle
PARISOT



MADAME SALLÉ



DONNA AMALIA



MISS COLLINS



FRO GULBERG

2023

Miss Collins



The 'miss Collins' bag
from my thesis
collection

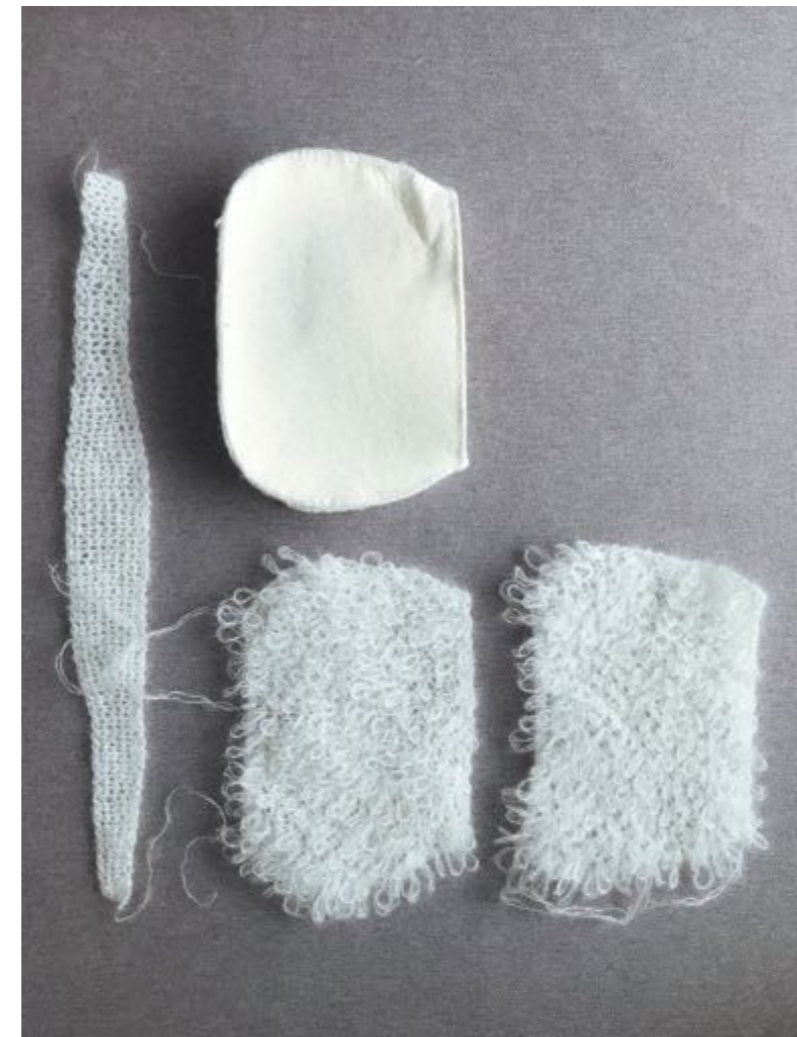


Paper proto



Making of *Miss Collins*

crafting phase



Finished



shoe design

2022

Prima Ballerina

a beloved artform imagined through footwear



Inspiration from ballet, Swan Lake & rococo dance shoes

Design process

My 3rd-year collection is a thorough investigation into the world of ballet – an artform I’ve been exposed to for 20 years.

The collection had a lot of reference points including:

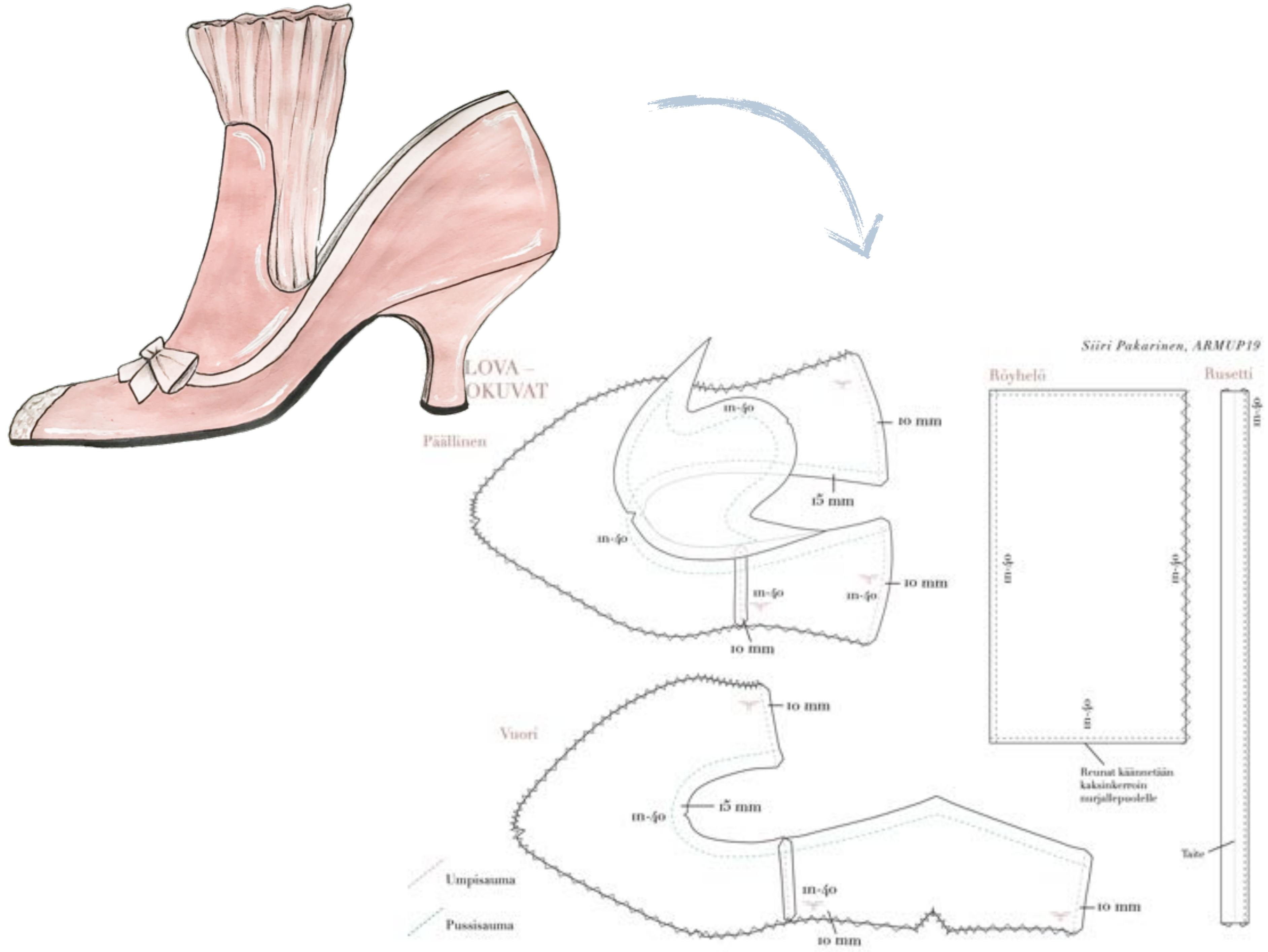
- history at French court
- development of pointe shoes
- story of Swan Lake
- material research (silk, mohair)



Manufacturing process

The technical and material dimentions of this collection were based on using **natural or biodegradable materials as much as possible.** That is why, I used real silk, mohair knit, viscose ribbon and wooden heels as my main ingredients.

The manufacturing process included:
 pattern making, knitting, tech pack, sewing, sole & heel construction



Tech:



Names after
Female Figures

Odette

A swan princess, leader of the herd, a maiden in trouble



La Camargo

A French ballerina, the first woman to wear ballet slippers, a pioneer of ballet technique



Pavlova

A Russian ballerina, star of the Mariinsky theater, famous for her Dying Swan performance



2021

Woolshoe



A sustainable Product Development project investigating wool materials in footwear

Turning brand x's leather ankle boots into **a fully knitted style** with **real mother of pearl buttons** in order to create a plastic free shoe.



Leather

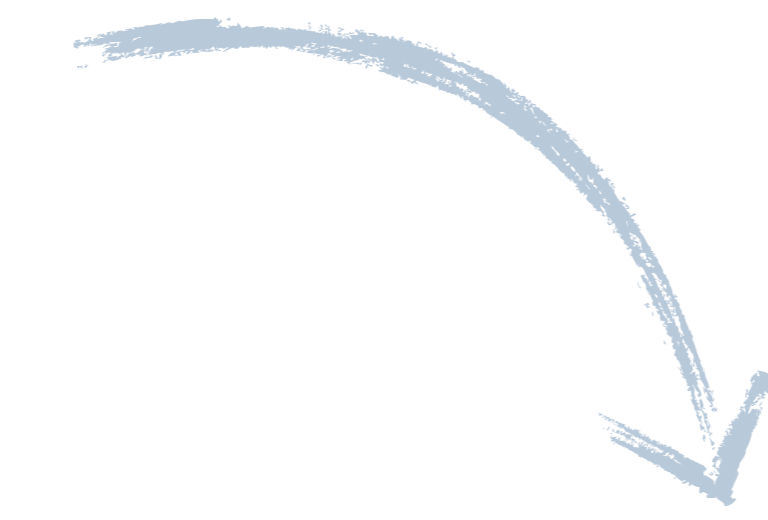
vs

Woolshoe ✓

	Leather	Woolshoe ✓
biodegration	50+ years (marine environment)	6 months to 5 years
animal welfare	slaughter	shearing
Energy usage	9 to 42 GJ	18% less than polyester
Water usage	lifetime of the animal 17 100 L tanning process 12 L (one boot)	70% less than cotton
Micro plastic	componens like zipper, buttons, toe stifners etc.	100% free of
Recycleablity	possible, but not as common	Wool is the most reused & recycled fiber on the planet



Pattern making & prototyping



The making process

The upper part of the shoe is 100% plastic free.

I used vegetable dyed leather as toe and heel stiffners.



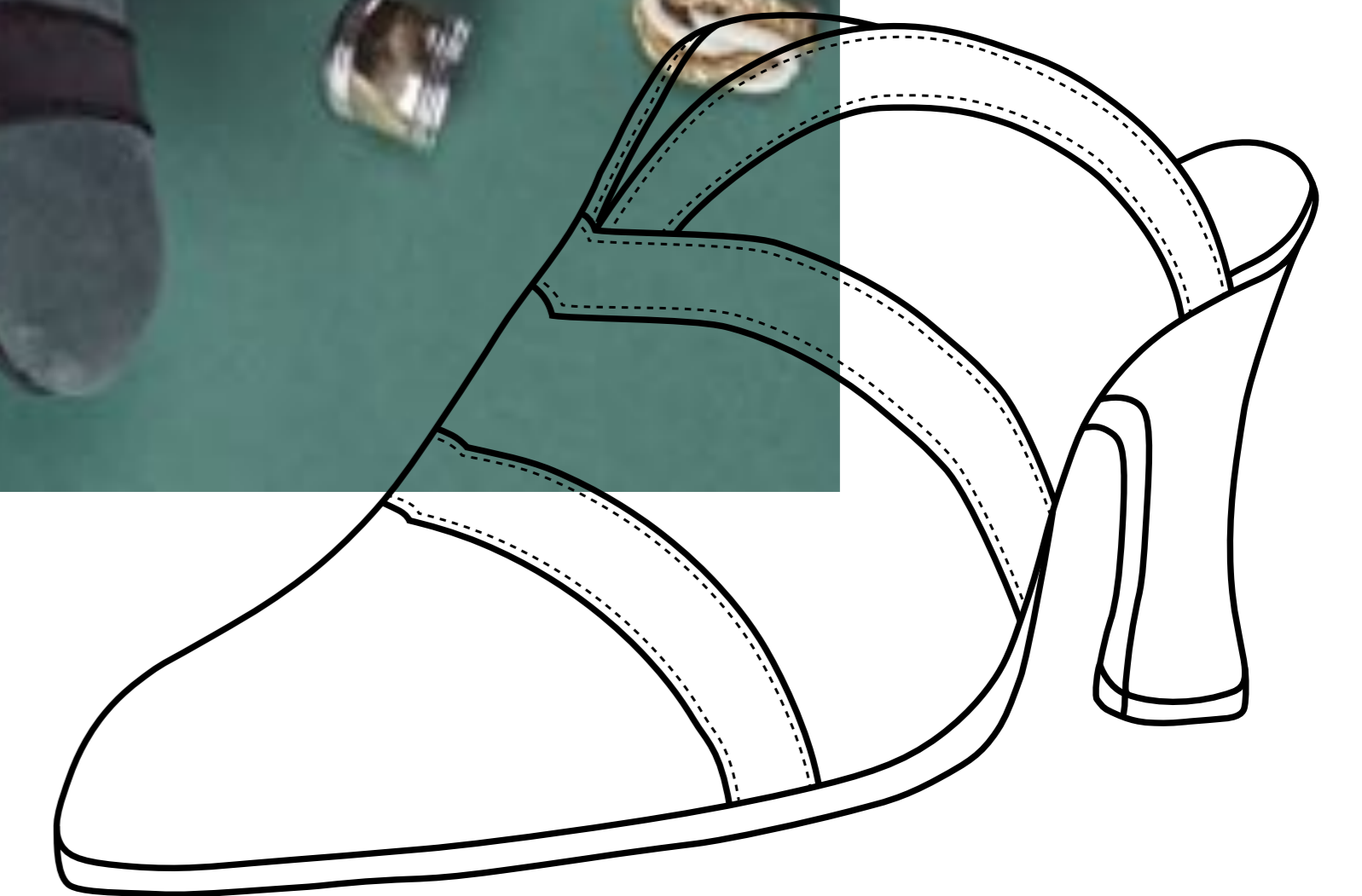
For the sole I had to use materials available at my school but instead of using PU a leather sole with a wooden heel would have been better.

2020

Nostalgia



*My first shoe design
'Nostalgia' is inspired by
vintage jewellery*



The design reuses vintage clip-on earrings as decoration on the shoes

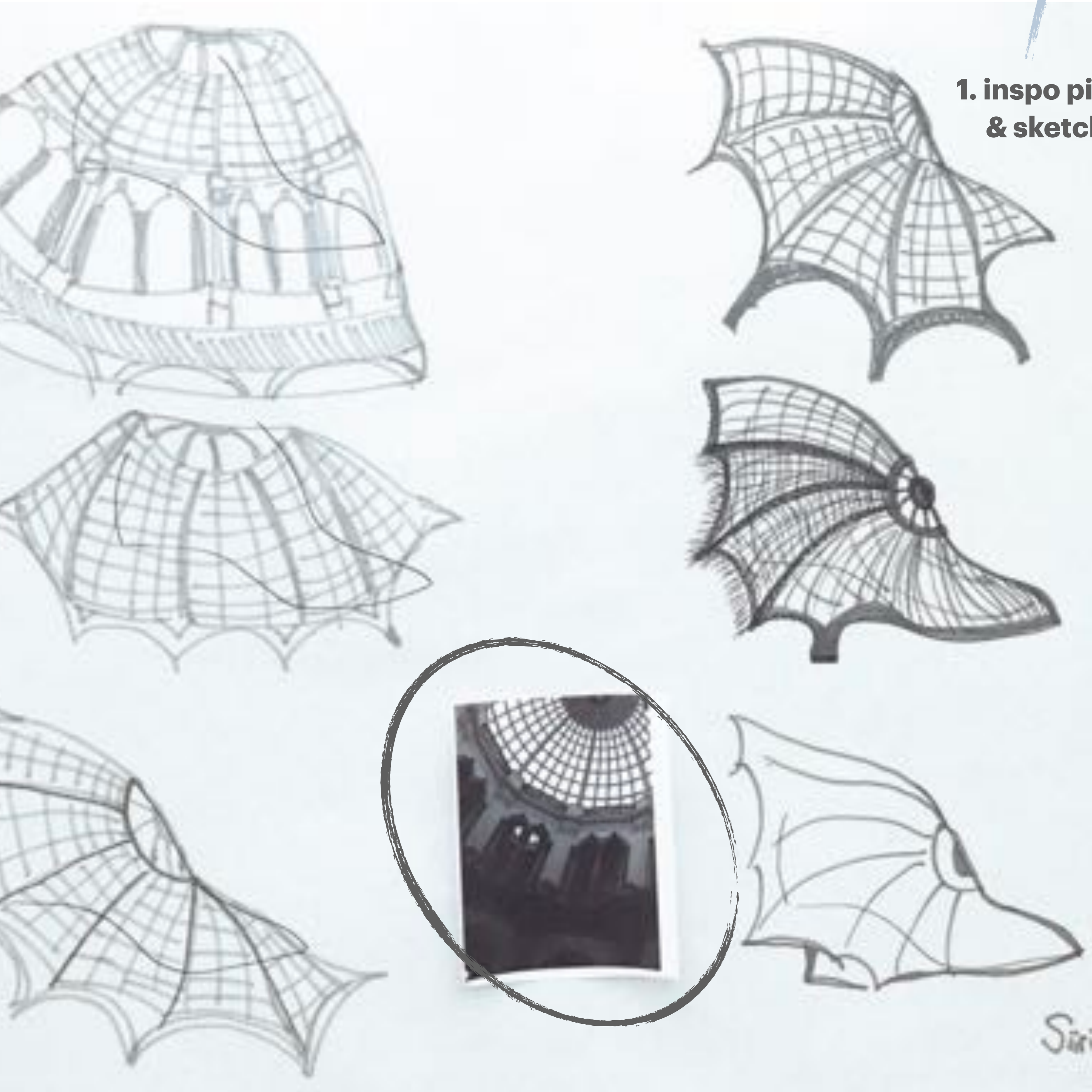


workshops

2022

Footwear Design Bootcamp

by a designer Aki Choklat to boost creativity & professional self-awareness



1. inspo picture & sketches



2. water colour sketch

The 3-day workshop included: sketching techniques (speed sketching, water colour), paper prototyping, exhibition building & presenting finished work.



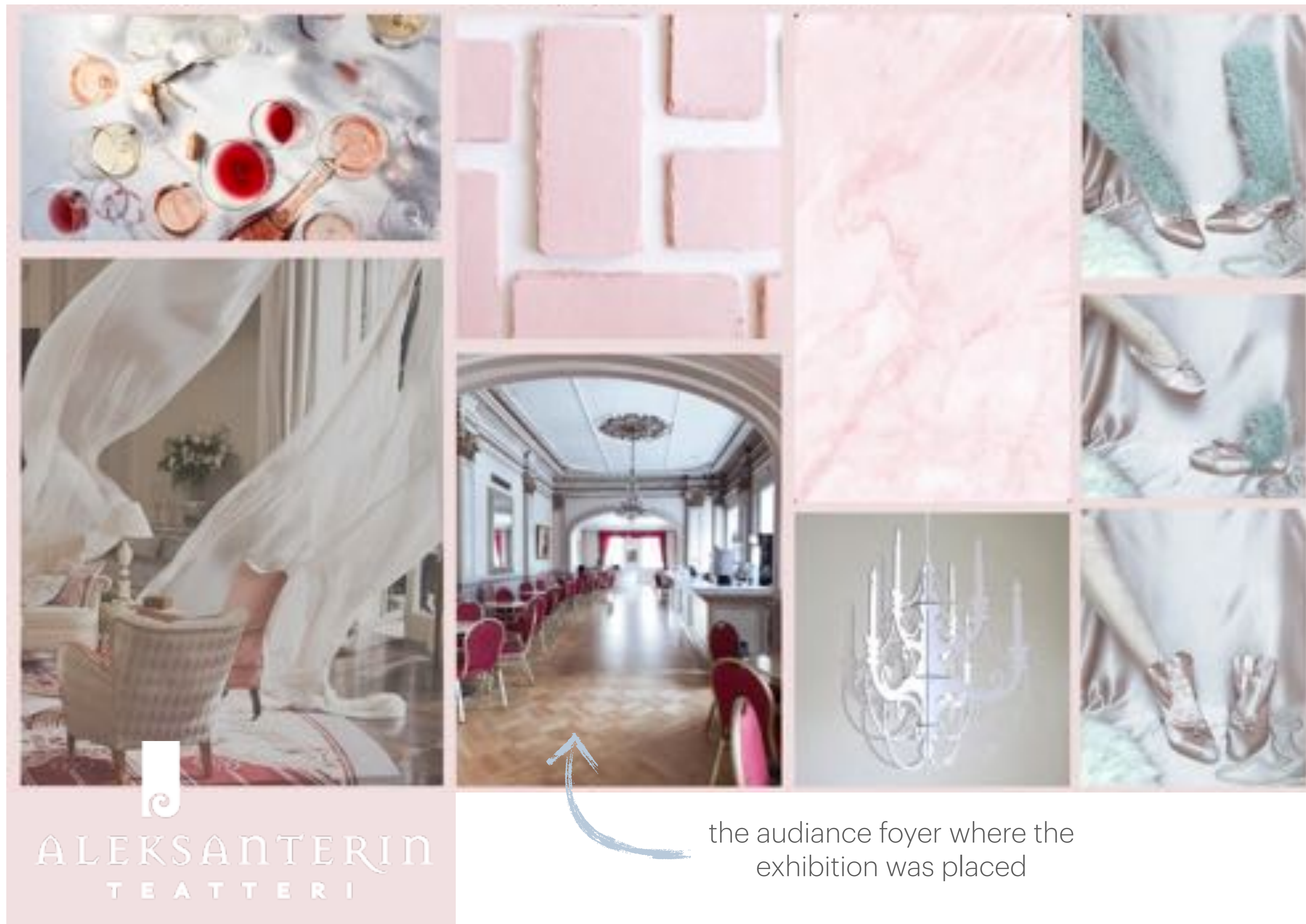
3. paper proto

exhibitions

2022

Prima Ballerina at Alexander Theater

an utterly romantic shoe exhibition held at a late 19th century Russian style court theater in Helsinki – the former headquarters of Finnish National Ballet. Needless to say, my Prima Ballerina collection was like made for this delicate pink venue.

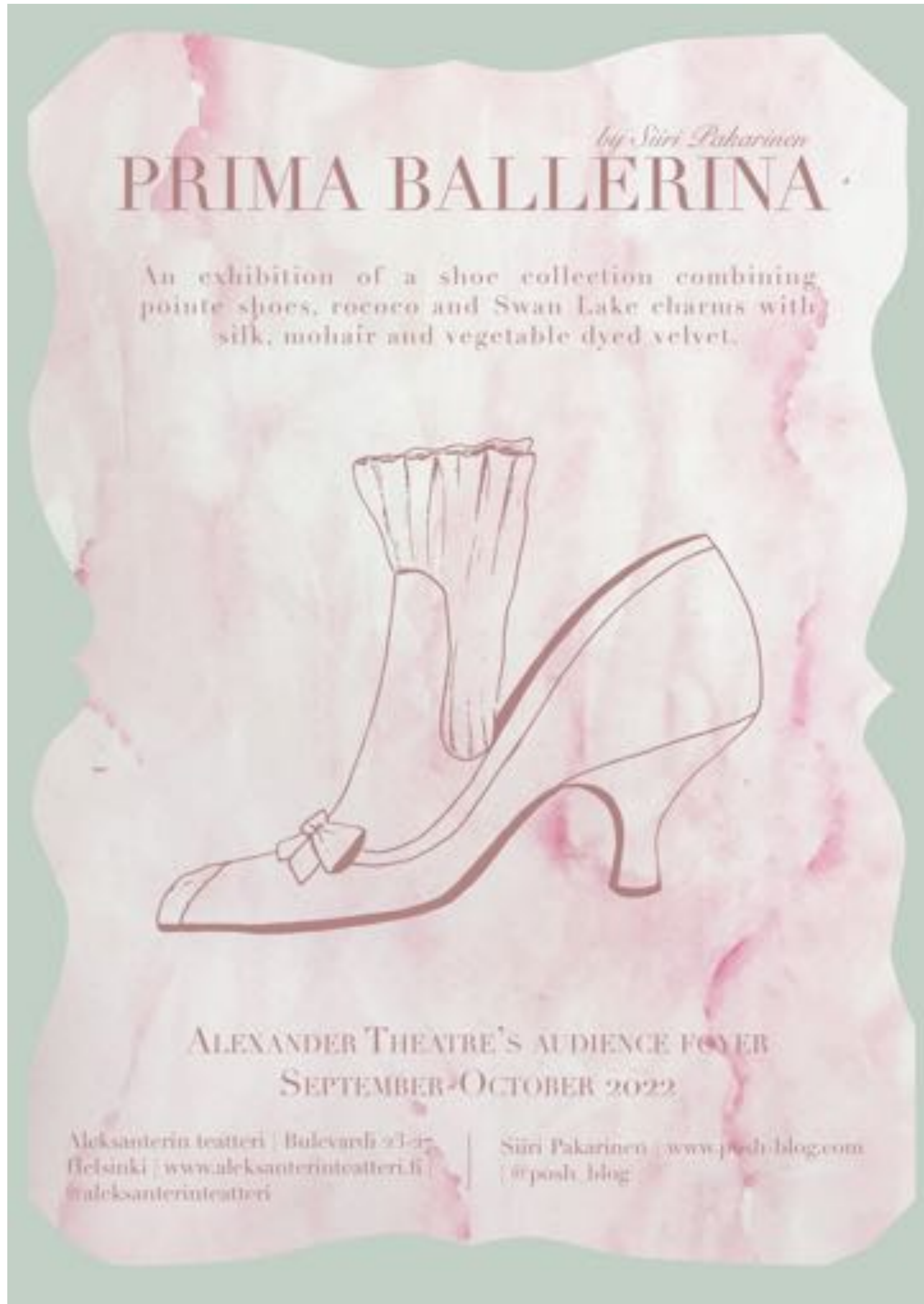


the audience foyer where the exhibition was placed

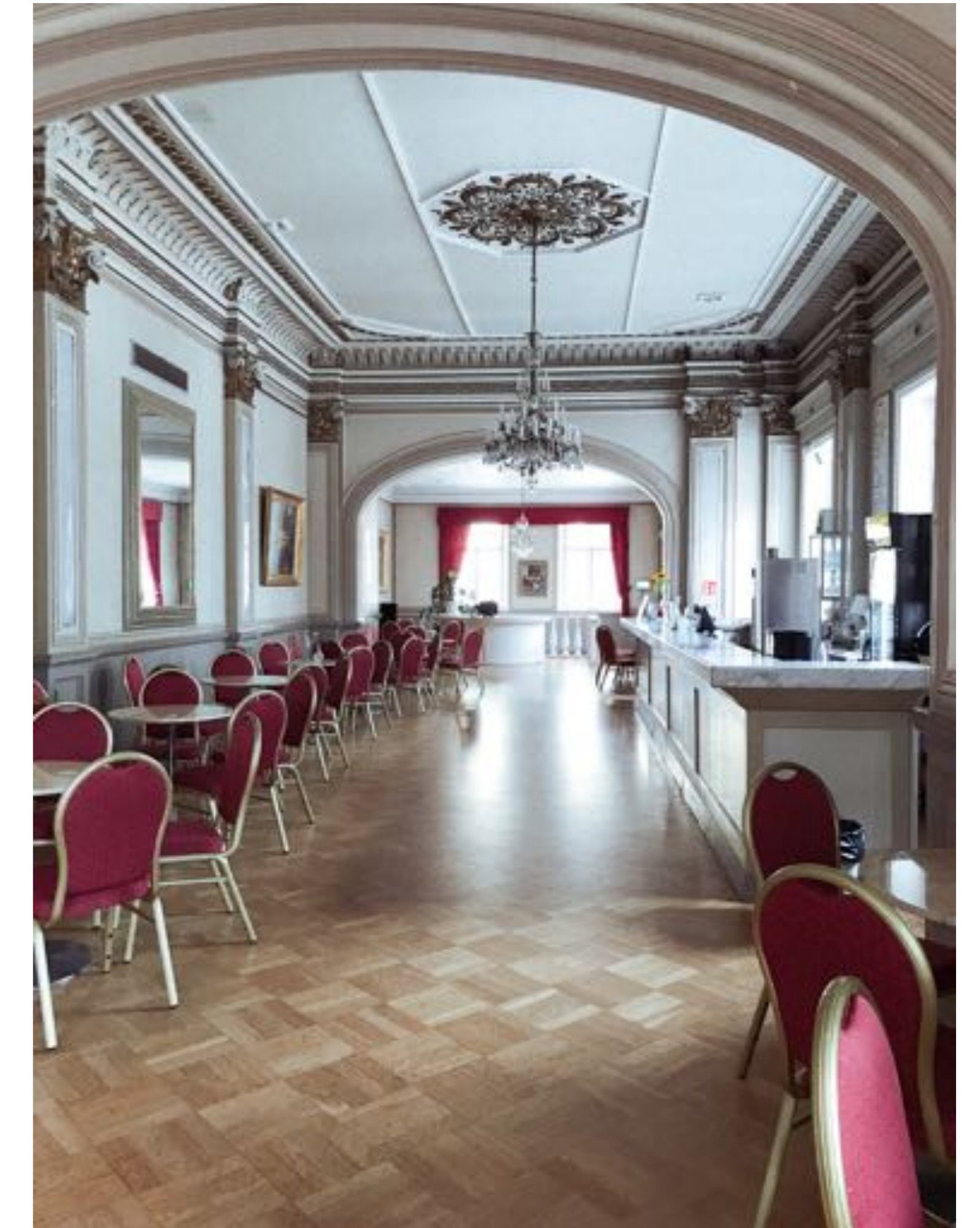


Showcase plan in accordance with the moodboard

Exhibition poster



Alexander Theater from outside & inside



The finished exhibition

Showcase decor cut out of cardboard with laser

Tech:



clients

2022

Retail Experience Design

for Studio Heijne

by Siiri Pakarinen, Pami Koivuniemi, Laura Jukola & Mari Kiesi

heijne

I was in charge of the visualization of our ideas.

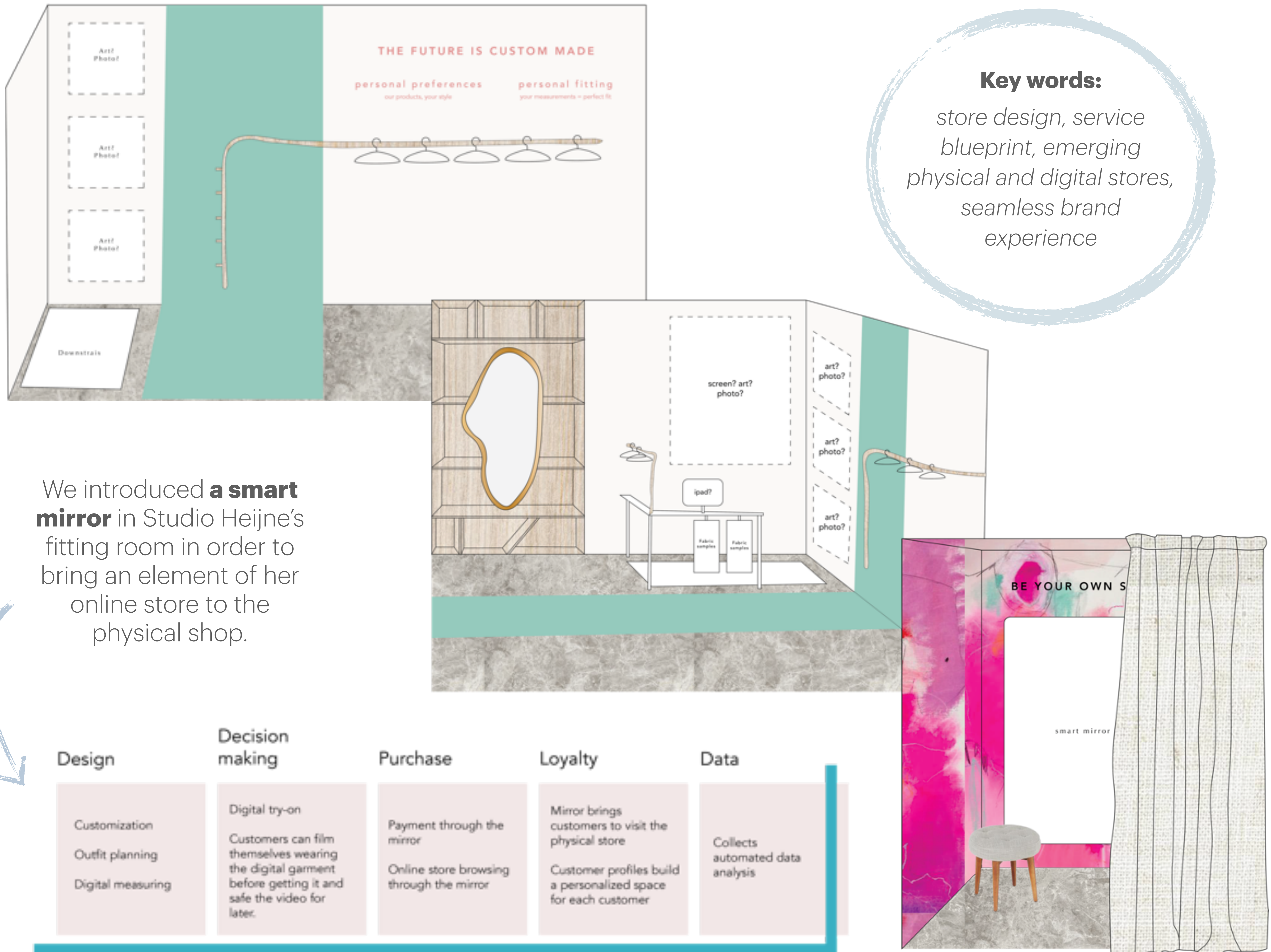
We wanted to highlight Studio Heijne's **brand messages** inside the store by placing slogans visibly on the walls



Designing an updated and onbrand retail experience for a Swedish fashion brand Studio Heijne who specializes in custom sized clothing.

The goal of our team was to **emerge physical & digital stores.**

Tech:   Office



We introduced **a smart mirror** in Studio Heijne's fitting room in order to bring an element of her online store to the physical shop.

Design	Decision making	Purchase	Loyalty	Data
<ul style="list-style-type: none"> Customization Outfit planning Digital measuring 	<ul style="list-style-type: none"> Digital try-on Customers can film themselves wearing the digital garment before getting it and save the video for later. 	<ul style="list-style-type: none"> Payment through the mirror Online store browsing through the mirror 	<ul style="list-style-type: none"> Mirror brings customers to visit the physical store Customer profiles build a personalized space for each customer 	<ul style="list-style-type: none"> Collects automated data analysis

sketchbook

Queens Series

inspired by my favourite historical women



Inspired by


Schiaparelli Haute Couture

ss2025 by Daniel Roseberry



contact me

 siiri.pakarinen@icloud.com

 +358 40 501 6742

 www.posh-blog.com

 @siiri.pakarinen

 tap for LinkedIn