“WE WAKE UP A WOMAN’S INNER CONFIDENCE SO SHE MAY PASS IT ON TO OTHERS, BY DESIGNING MINDFUL BODYWEAR, THAT BRINGS TECHNOLOGY AND SENSUALITY INTO A STRONG RELATIONSHIP.”

Under the credo less is more, founder and designer Agathe D. Muffert launched in Spring 2017 the contemporary brand Opaak - a bodywear line made to last beyond seasons. Each collection offers essentials for the modern wardrobe, while celebrating the versatility of today’s womanhood through art and photography.

Mixed with elements from Ready-to-Wear, Opaak’s pure design is based on a careful material and trim selection keeping function at the forefront. Paying special care to operate eco-friendly and ethically sustainable supply chains, the in West Germany based label, sources all of its materials from selected European partners. They are ranging from regenerated or recycled textiles to GOTS-certified organic cotton, while the brand continually researches innovations within the sustainable material industry. Opaak’s ethos is to strike a balance for a sustainable product offering with uncompromised design relevance and product quality.

Opaak opts for clean finishes, innovative and striking textile surfaces like graphic lace and perforated structures. The handwriting is defined by silhouettes contrasting between sheer and opaque. The designer herself likes to name the collection base tone the “Bauhaus of lingerie”.

OPAAK.DE
In Spring 2020 Opaak will be showcased at the Pop-Up Event of Galeries Lafayette Paris in cooperation with Exposed Paris, among other established and up-rising lingerie brands. The NYC based lingerie department store Journelle nominated Opaak among three emerging designer brands in Fall 2018.

Today the Opaak product offer is presented in selected stores in over 15 countries next to the brand’s own online store.

Opaak is operating with a small committed team in their headquarters in Cologne/Düsseldorf, Germany. Continuously being in exchange with a trusted customer base and industry innovators, they strive for a woman-centered mission to empower with social values, aesthetics and quality that stands time.
OPEN POSITION
INTERNSHIP MARKETING & COMMUNICATION

WHAT TO EXPECT

- Planning and content coordination on all marketing channels
- Influencer management
- Evaluation of marketing strategies with direct conversion rates
- Eye to eye collaboration with the creative team (design + brand management) + external partners (consultants + creatives)
- Content creation + production management
- E-Commerce management
- Direct correspondence with business partners and press
- Responsibility and creative freedom
- Overall insights into a social business start up
- Daily tasks around logistics and company development
- Intimate, agile and female team work environment with flat hierarchies
- Flexible working hours
- Compensation of lunch and travel costs
- Exciting assignments with options to a long-term job opportunity

WHAT TO BRING

- Studies in Business, Marketing & Communication, Journalism, Fashion, or other relevant fields
- Motivation to share and spread female empowerment
- Digital native who is savvy of the main social media channels
- A feeling for design and aesthetics
- Basic digital marketing, commercial and retail know-how
- Good skills in copy writing and layouting of editorial projects
- Basic Adobe Creative Cloud skills (Photoshop, InDesign, Illustrator)
- Proficient in Excel, Word, Dropbox, Google Drive + Docs
- Basic photo and video editing skills
- Excellent verbal and written communication skills in English and German
- Team spirit, reliability and willingness to grow with the assignments

SOUNDS GOOD?
GET IN TOUCH WITH US
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We look forward to meet you!