

Design Lead - HALO

Are you a strong creative leader with a sharp eye for concept, collection direction, and commercial impact? And do you dream of taking ownership of a role where design meets strategy? Then you might be our new Design Lead for HALO at hummel!

A Quick Look at the Role

Location: hummel headquarters, Balticagade 20, Aarhus C

Team: HALO

Working hours: Full-time

Application deadline: August 31, 2026

Join the Team!

As Design Lead, you'll become part of our HALO team – a dedicated group of colleagues shaping the direction, concepts, and commercial success of our collections. We play on the team that has the most fun – and we always play offense! For us, it's all about taking initiative, supporting each other, and celebrating both the small and big wins. In HALO, we are responsible for developing strong, innovative, and commercially relevant collection concepts – and we work closely with Sales, Marketing, and Product Development

More About the Role and Your Responsibilities

As Design Lead, you'll take strategic ownership of HALO's collections – from concept to commercial success – playing a key role in shaping the direction and quality of our design output:

- Own the development of collection concepts from idea to finished proposal
- Work actively with trend research, consumer insights, and market analysis to keep our concepts sharp and relevant
- Bring strong storytelling to collections and product universes
- Lead the creative and strategic direction throughout the concept phase
- Plan and prioritize your own areas of responsibility, working proactively with deadlines, risks, and dependencies
- Build a strong understanding of the link between design, product strategy, and commercial results – including sell-through data, KPIs, and retail, wholesale, and ECOM dynamics
- Present collections, concepts, and design directions to stakeholders such as Sales, Marketing, and Management – and adapt your storytelling to your audience

How to Make the Team

We're looking for someone passionate about design and a true team player – someone who takes ownership, thrives in collaboration, and is curious about how we can continuously improve, together.

To succeed in the role, we expect that you:

- Have solid experience with collection and concept development, ideally within fashion, sportswear, or a related creative industry
- Can independently plan, prioritize, and drive your own projects, and take clear ownership of progress and problem-solving
- Have a strong commercial understanding and can translate market and sales insights into design decisions
- Are a confident, engaging communicator who can present with conviction to different stakeholder groups
- Are structured, proactive, and thrive on getting things done
- Communicate fluently in English; Danish is an advantage

- Possibly have experience navigating across cultures and disciplines in an international setting – but most importantly, you have the courage and desire to learn and grow

Regardless of your background, we make sure we support each other from day one.

After 2 months:

- You feel settled in at Balticgade in Aarhus
- You're familiar with HALO's collections, systems, and workflows
- Maybe you've already joined a Friday bar, a professional event, or a team sports activity?

After 4 months:

- You've taken ownership of the role and are actively shaping HALO's collection concepts
- You're working confidently with commercial data and stakeholder feedback to sharpen your design decisions
- You've built strong relationships – and make your teammates even better

Welcome to hummel

At hummel, we're a strong community built on team spirit, passion, and the will to make a difference. There's room for those who take initiative, bring ideas to life, and want to create value – for both the business and their teammates.

With us, you get:

- A strong community with an informal tone
- Flexible working hours – including 1 hour of sport during work hours
- A workplace with a strong brand DNA and proud cultural heritage
- An active staff association, "hummelbien"
- Space for both ambition and balance

Want to Join the Team?

Send your application and CV via the link below no later than August 31, 2026. We conduct interviews on an ongoing basis and may close the posting early if the right player joins the game.

We look forward to hearing from you!

hummel – doing good while doing business

We always play to win – but we do it with heart. At hummel, we combine strong values with business ambition and work every day to create a workplace where people grow, relationships are strengthened, and ideas take flight.