



Carmen Malvar is the Founder of CADA a no for profit organization dedicated to foster and facilitate local artisans and suppliers becoming part of the local and global economy. The main goal is to achieve a local and global outreach without the loss of identity, helping to reinforce the communities and their cultural heritage. Carmen is also the principal of Atelier Malvar +Tusch Llc studio based in NY where she specializes on global strategies for commercial brands. Carmen started her career projects in 1984. A few years later she joined Naomi Leff in New York and later was hired as a head architect at ZARA International. Among other projects her credits in Retail and Fashion include Helena Rubinstein Store and Spa, Camper Showrooms and offices in USA and the construction management of Mango Flagship stores, Tous, Desigual and Camper. She has collaborated in a regular bases with Trade Commission of Spain in NY among other governmental institutions. Carmen has also developed visions for European retailers helping them to embrace approaches towards a more sustainable commerce.

Carmen widens her teaching experience lecturing in Spain, Latin America and USA about such varied topics as globalization through design, international expansion strategies or trends and consumption analysis. She also works as professor at Universities like Elisava in Barcelona as Director Master Retail Design Program, she teaches at the Center for Sustainable Design Strategies (CSDS) Pratt Institute, New York, where she is also a Research Fellow. She is instructor at Fashion Institute of Technology NYC as part of the Brand Management Program.

Carmen is a PhD candidate at Southampton University .UK.

She lives and works between Barcelona, New York and Mexico