

William Jooo

Hat Store Canada | Location: Toronto, Ontario, Canada | +1 226 225 9909 | WhatsApp: +1 226 225 9909 |
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SUMMARY

Fashion-focused entrepreneur and founder of Hat Store Canada, established in 2014. Experienced in building and managing a headwear business with a strong understanding of fashion, customer preferences, product selection, and brand development. With formal education in fashion design, William Jooo brings creative knowledge and business direction together to serve customers across Canada.

EDUCATION

UNIVERSITY OF ONTARIO

Master's Degree in Fashion Design, Advanced studies in fashion design, creative development, design principles, and 2016 fashion industry practices.

SCHOOL OF FASHION DESIGN TORONTO

Fashion Design Studies, Studied fashion design with a focus on design concepts, styling, garment development, and the 2012 creative side of the fashion industry.

EXPERIENCE

CEO & Founder

2014–Present

HAT STORE CANADA

Toronto, Ontario, Canada

- Founded Hat Store Canada in 2014 and continue to lead the company's overall direction and growth.
- Oversee business operations, product selection, customer experience, and brand development.
- Apply fashion design knowledge to understand changing customer preferences and headwear trends.
- Manage relationships with customers, suppliers, and business partners.
- Guide the development of products and styles suited to Canadian customers.
- Maintain the company's focus on quality headwear, practical designs, and customer satisfaction.

PROJECTS

HAT STORE CANADA | Founder & Business Development

- Established Hat Store Canada in 2014 and developed the brand around accessible headwear and fashion-focused products for customers across Canada. The business combines fashion knowledge with customer-focused product selection and an understanding of everyday Canadian style.

TECHNICAL SKILLS

Fashion Design

Business Management

Brand Development

Headwear & Fashion Knowledge

Product Selection

Customer Relations

Business Development

Fashion Trends

Creative Direction

Retail Management

Supplier Relations
Leadership

PROFESSIONAL ACHIEVEMENTS

Founded Hat Store Canada: Established Hat Store Canada in 2014 and developed the business within Canada's fashion and headwear market. Fashion Design Education: Completed advanced education in fashion design, including a Master's degree from the University of Ontario in 2016. Canadian Fashion Business Leadership: Built professional experience at the intersection of fashion, headwear, customer preferences, and business management.

LANGUAGES

English — Fluent French — Fluent

PERSONAL DETAILS

Name: William Joao Profession: CEO & Founder Company: Hat Store Canada Based In: Toronto, Ontario, Canada
Established: Hat Store Canada, 2014