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Fashion Design & Product Development

Profile

♥ Global fashion designer specializing in exciting, trend-right, flattering and profitable creations for a variety of consumers and lifestyles ♥ High trend awareness & taste level ♥ Good eye for design for specific markets & brands ♥ Ability to translate trends to target markets ♥ Creative direction & product development & design for women & men in wovens, knits, sweaters & denim ♥ Technical design ♥ Intellectual property research for textiles & jewelry ♥ Design & product development for art installations ♥ Visual & graphic artist ♥ Costume design, wardrobe and styling for film & TV.

Career Highlights

- ♥ Private label design and trend for Maxhill Management & Gulati Exports, international companies working with Gap, Macy's, JC Penney, Sears, Kohl's & Aeropostale. Market shopping and trend presentations.
- ♥ Head designer for Hanesbrands Womens Casualwear. Creative & tech design. Trend presentations. Product development from concept to sales.
- ♥ Senior Designer & Product Development Manager for VF/Wrangler Jeanswear. Mens, womens & Childrens. Designs in denim, knits and wovens. Managed product development for six business units.
- ♥ Creative & technical designer for women's specialty and novelty lines.
- ♥ Trend, color & pattern design for Shafi, a yarn-dye textile mill.

Skills

- ♥ Trend reports and market intelligence. Color, fabric, style & detail direction. Worldwide market shopping.
- ♥ Creative design: silhouette, fabric & finish, color & novelties.
- ♥ Technical design: sketches, tech packs, fit & communications.
- ♥ Print & pattern design, selection & development. Strikeoffs.
- ♥ Artwork & Cads
- ♥ Mac & PC. Illustrator/Photoshop/Powerpoint/Word/Excel.

Experience

- ♥2003-Present Design & Product Consultant New York, NY / Asheville, NC
- Core-X - Equestrian Posture Supports - product development & technical design
- Brooklyn Soule - womens contemporary denim - technical design
- For the Culture - basketball accessories - gym bags - creative & technical design
- BeachBub - beach umbrellas & accessories - technical design
- Cotton Blossom - India - antibacterial loungewear for dialysis patients - creative & tech design.
- Wearwide/Sportoli - catalogue - graphic design & sketches.
- David Howe Studio - art installation - tents - creative & tech design.
- Shafi Texcel - Pakistan - yarn-dye textiles - trend, color & pattern design.
- Maxhill Management/Chutex - Singapore/Vietnam - private label - mens, womens & childrens - cut & sew knits for Kohl's, JC Penney, Gap, Macy's, & Aeropostale - trend direction, market shopping, creative design & product development - travel to China.
- The Children's Place - retail childrens wear - boys & girls - wovens & knits - tech design.
- Coletane - private label - women's knits, wovens & denim - trend & design - fabric sales.
- Fast Fashion International - womens & mens cut & sew knits - trend & design for JC Penney presentation.
- Lane Boots - womens western boots - creative & tech design.
- Aden & Anais - childrens wear - layette - tech design.
- EraEra - womens contemporary sweaters - creative & tech design.
- Gulati Export House - India - private label - mens & womens - knits & wovens - JC Penney, Macy's, Sears & K-Mart - trend & market shopping - creative design & product development - travel to India
- Silk Culture - womens bridge - wovens & knits - fit & tech design.
- Habitat Clothes to Live In - womens novelty sportswear - sweaters & wovens - market shopping - creative & tech design.
- Two Wishes/Enchanted - womens novelty sportswear - wovens & knits - creative & tech design.
- Me2Roo - maternity yoga & activewear - startup consultation & tech design.
- Hanesbrands - womens & mens knit casualwear - trend & color - creative & tech design - prints.
- Putumayo - womens novelty sportswear - knits, sweaters & wovens - trend & color - creative & tech design - prints - novelties & embellishments..
- Hue/Kayser-Roth - mens & womens legwear - trend, color & print - product development.

- ♥ 2010-2013 Technical Designer Saltworks/One7Six/Ringer Jeans New York, NY
 Technical designer & product coordinator for missy & junior denim, sportswear, sweaters & cut & sew knits. Brands & licenses: Charley 5.0 sportswear & denim. Max Jeans for Max Studio denim. Kenneth Cole Reaction denim. TJ Maxx private label denim. One7Six private label sweaters & cut & sew knits.
- ♥ 2002-2003 Creative Designer Putumayo Charleston, SC
 Designer for missy casual sportswear line. Fall/Winter seasons. Wovens, knits & sweaters in solids and prints with novelty details. Merchandising, pricing, brand & marketing strategy.
- ♥ 1990-2002 Design Consultant New York, NY/Greensboro, NC
 Divo/Mistletoe jeanswear - logo development & artwork Golding Fabrics - trend boards Stearns & Foster - artwork for mattress bedding Ruffhewn - trend boards USA Studios - cosume & wardrobe assistant Wrangler/VF - creative design & product development.
- ♥ 1994-2000 Designer Hanesbrands Winston-Salem, NC
 Senior designer for Hanes Her Way casual sportswear. Creative design and product development. Womes, mens & childrens casualwear, loungewear & activewear. Cut & sew knits. Print design & development. Internal production & international sourcing.
- ♥ 1997-1998 Print Stylist Kleinert's Greensboro, NC
 Stylist for children's sleepwear fabric strikeoffs at Royal Carolina Inc. Color match to lab dips, screen & repeat checks & printing adjustment recommendations.
- ♥ 1995 Designer Marathon Apparel Birmingham, AL
 Designer for licensed Audubon womens & Ducks Unlimited mens casual sportswear. Knits & wovens. Tee shirt graphics. Presentations to major retailers.
- ♥ 1991-1995 Wardrobe Stylist/Producer Richmond, VA
 Costume & wardrobe for commercial, video, film & photography projects. Producer of fashion photo shoots for VF/ Wrangler & Health-TEX. Booking & coordination of photography, locations, talent, clothing, accessories props, schedules, travel & expenses.
- ♥ 1985-1991 Designer/Product Development Manager VF/Wrangler Greensboro, NC
 Senior designer for branded business units of \$ 600 million + jeanswear and sportswear company. Mens, womens & childrens. Management of product development between merchandising, technica services, pattern department & manufacturing for six business units. Denim, wovens, knits & sweaters. Supervision of eight merchandising service employees. Presentations to sales meetings & major retail accounts. Worldwide travel for sourcing & market shopping.
- ♥ 1975-1985 Miscellaneous Apparel Experience NC/SC
 Designer & Merchandiser Manager for missy sportswear line Mollyd. Design consultant to small & mid-sized apparel companies. Assistant manager of womens specialty shop. manager of sewing & tailoring shop. Custom sewing service.

Education

- ♥ 1993 BFA Painting & Art Virginia Commonwealth University
- ♥ 1974 BS Clothing & Textiles Auburn University
- ♥ 1998/1978 Graduate Study in Art/Clothing & Textiles University of North Carolina - Greensboro