

CONTACT

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ABOUT

Experienced Designer and Team Leader who is dedicated to sustainability, quality product and equitable teams. More than 15 years of leadership roles in the apparel industry. Champion of a Concept to Content brand strategy, wherein the vision for a product is executed strategically from the first sketch, through the development & supply chain, styling & art direction, and finally in the marketing message. Chronically engaged with current trends and culture. Comfortable with high pressure environments and juggling priorities. Self-sufficient and quick to jump into any situation and untangle messes. Driven by passion and optimism.

SKILLS

Design Direction & Management • Trend Forecasting • Branding • Sales Analysis & Strategy • Merchandising • Assortment Planning • Sustainable Practices • Production Fitting • Pattern • Denim Development & Fit • Knowledge of Garment Dye • Detailed Tech Packs • Adobe Illustrator, Photoshop, InDesign • Cradle to Cradle Certified • Sustainable Fashion Academy Certified • Green Business Certified •

EXPERIENCE

Cuts Clothing: Senior Designer Womens & Mens Collections Dec 2021 - Jan 2023

- Hired to create and launch the Womens Collection, promoted March 2022 to oversee both the Womens & Mens collections.
- Built the Womens Brand Identity, Target Customer, Assortment, Styling and Art Direction from scratch.
- Generated 5 Million in sales within the first 6 months of launching the Womens Collection
- Implemented a new system of "Concept to Content" Product Strategy. Ensured that each product's vision is secured through each step of the development process and in the content/marketing.
- Created seasonal Strategy, Concepts, Sketches and Assortment Plans for all categories across Womens and Mens to meet the needs of both our target customer and the brand's growth plan.
- Designed all categories for Womens & Mens: Woven, Knit, Cut+Sew. Overseeing a junior Mens Designer and producing 4 mainline quarterly collections for each Womens and Mens, and 2 all-gender capsules per year.
- Personally worked on every product from start to finish: Hand-sketches, CADs, Tech Packs, Fabric & Trim Development, Fittings, Linesheets, Photoshoot Art Direction, Casting, Styling, On Set, Marketing, Copywriting for all categories of product.
- Worked closely with the Product Development team to develop proprietary fabric and trims, simultaneously collaborating with the marketing team to name & trademark them for their unique properties and end uses.
- Implemented new systems of information to connect teams throughout the business, creating new levels of collaboration between Design, Product Development, Production, Buying, Content, Web, Marketing, Social, Influencer, and Finance.

Jonathan Simkhai: Lead Designer Standard & Swim Collections Jan 2021 - Dec 2021

- Led Design and Product Development teams for Standard Contemporary Denim Collection and Swim Collection as well as exclusive account capsules. Standard ships 6 collections yearly, Swim ships 3 collections yearly – an average of 200 styles/400 SKUs per season.
- Designed and oversaw all Standard and Swim categories: Woven, Denim, Knit, Cut+Sew, Swim, Intimate & Accessories.
- Created seasonal concept and strategy for both collections based on global market trends, customer targets and selling data.
- Hand-sketched all styles in both collections, executing overall seasonal aesthetic while meeting customer needs. Rendered all sketches in Adobe and created technical CADs.
- Participated in the creation of all Tech Packs for both collections, noted concept, construction, and pattern details for each style.
- Fit every style in both collections with Product Development team, oversaw all comments and communication with vendors.
- Developed custom fabrics, trims and prints seasonally with Materials team.
- Built and managed sustainability targets for both collections and piloted new sustainability practices within total brand.
- Oversaw styling for both collections for E-Commerce, Lookbooks, and Digital Assets both in prep stages and on set.
- Worked closely interdepartmentally with Materials, Production, Pattern, Atelier, Digital, Photo and Merchandising teams as well as the owner to execute collections from concept to reality.

& Other Stories : Concept Designer/Design Manager Feb 2016 - June 2020

- First hire for the Los Angeles Atelier, brought on to create and establish the target customer, start up the team, and design the collection.
- Directed and managed a local team of 11, comprised of Design, Buying & Pattern in the Los Angeles Atelier and oversaw Production Teams in China, Turkey, and India.
- Design team leader, established the vision for 6 collections yearly of about 100 SKUs each, oversaw and designed in all categories and products: Woven, Denim, Knit & Jersey.
- Created collection mood, hand-sketched looks and created CAD flats/Tech Packs for each collection.
- Closely strategized with Buying/Merchandising each season to define customer needs and selling targets.
- Participated in every fitting, guiding product from idea to reality.
- Created and implemented new sustainability practices and goals within the collection and overall brand.
- Traveled to China to work with production team and visit suppliers, and Stockholm to collaborate with Leadership & do press circuits.
- Press and media representative for the LA collection, did frequent interviews and press events.

James Perse : Women's Designer July 2011 - Feb 2016

- Designed and sketched all women's garments for all categories: Woven, Denim, Knit & Jersey, 6 collections yearly, about 60 SKUs each.
- Collaborated closely with James and Creative Director to ensure the brand DNA was expressed from sketch to store.
- Managed Assistant Designer and worked closely with Pattern team, Product Development and Production team.
- Helped Pattern and Product Development teams coordinate dupes for market weeks.
- Experience in designing and fitting garment-dyed products with shrinkage.
- Traveled to PV in Paris twice yearly to select fabrics and meet with vendors.
- Visited local factories and dye houses to assist in guiding product.
- Assisted in styling and executing Seasonal Looks photoshoots & EComm photoshoots.

EDUCATION

Otis Collge of Art & Design : Fashion Design Major B.F.A.