CHICOS FAS

August 2015 – December 2018

Fort Myers, Florida

Senior Design Director-Knits

- Direct total concept of design and implementation of seasonal direction using CAP/Line plan to guide development needs and seasonal product.
- Direct design and manage overall development of 18% of the total Chico's business.
- Interpret trends through the design and development of Chico's brand assortment including all design elements, maintaining a balanced assortment of print, fashion and basic core product.
- Direct and manage a team of designers and product developers to create 13 complete deliveries yearly, with a total SKU count of 146 unique styles in print, solid, fashion and basic core product per delivery.
- Direct CAD team in monthly assortments of print and pattern.
- Partner with Trend to create concept direction and key looks per season.
- Partner with Fabric team to research and develop key fabrics, print and pattern, trims.
- Prepare and present seasonal product Presentation reviews to Sr. management and merchant Teams.
- Partner with merchants throughout the design process to pinpoint sales and growth opportunities and apply to growth strategies.
- Direct the design and product development team's interpretation and communication of creative packages and deadlines to internal teams and external vendors.
- Manage timelines on development calendars and assure line plans are followed. Create Yearly Design Team Time and Action roadmap and calendar.
- Manage a team of tech designers in the creation of all silhouettes.
- Attend and Manage all fits in partnership with technical design for styling and aesthetic comments/input.
- Travel domestically and Internationally for market research, vendor visits, store knowledge and merchant planning.
- Manage, mentor, develop and educate direct reports and vendor design teams to create better understanding of the customer and to build a strong cohesive and productive team.

STEVIE MAC NEW YORK

January 2008 – July 2015

New York, New York
Creative Director/Owner

Ladies collection of day and evening ready to wear, coats and suits, day dresses, corporate dresses & Suits, cocktail and evening gowns.
Collection sold in High End boutiques nationally and internationally, **Neiman-Marcus, Saks 5th Avenue, Nordstrom, The Bay, El Corte Ingles, Tootsies, Julian gold, Stanley Korshak, Barbara Katz, Searle, Rodes** & **Bazaar Magazine top 100 boutiques**. www.steviemacnewyork.com
Collection worn by Dianne Sawyer, Oprah Winfrey, Gayle King, Kelly Ripa, Sigourney Weaver, Jane Fonda, Jennine Pirro, Christine Legarde.

- **Stevie Mac Luxury Accessories** – Design, Sell and produce seasonal collection of Faux Fur scarves, vests & coats selling to **Henri Bendel, Lord and Taylor, Nordstrom, Harrods, Selfridges, Dillard's Boutique, Reitman's, Addition-Elle, The Bay, Tootsies, Julian Gold**, and luxury boutiques nationwide and Internationally.
- **Stevie by Stevie Mac** Design, Sell and Produce seasonal collections of popular-priced dresses, suiting's and sportswear for **Lord and Taylor, Steinmart, Dillard's, Belk's, Von-Maur, Army Air Force, Neiman's Last Call**.

- Lead and develop a team of highly creative drapers, pattern and sample-makers to ensure they're equipped and motivated to achieve the highest level of creativity and alignment with the directives and goals of the brand.
- Direct & Collaborate with buyers & Merchants to identify strategic product's and emerging trends, Set Seasonal Direction inclusive of color, print, fabrication, trend and silhouette.
- Set and drive brand's/collections' seasonal fashion, direction, vision & image.
- Partner with Merchants, buyers and Showroom Reps to envision, create and action strategies to ensure brand growth and market relevance.
- Shop international trade/fabric/print shows for design and trend direction, including Kingpin, Berlin, Jam, Premiere Vision, Hong Kong Textile Show.
- Create and develop concepts, ideas, color stories, trend direction & new silhouettes by analyzing market, forecasting trends, and shopping domestically and internationally.
- Direct seasonal corporate merchandising Sales and Design "time and Action" calendars to ensure timely execution of all phases of line development, trade shows, sales and delivery dates.

- Direct and manage domestic and overseas sample rooms and factories.
- Manage schedules and plan work of designers, assistants, drapers, cutters & sample makers, direct and oversee fittings domestically and virtually.
- Manage the entire design and development process from Concept Boards To final fit. Assure all development and Production issues are managed and flow as planned.
- Direct timetable and lead teams through weekly sign-offs and production meetings.
- Manage complete packages for sampling and production, including design/tech pac's, knit layouts, colors, repeats of print design and trims, fabrics, lab dips and strike-offs.
- Direct/manage all fabric and trim development, Fit Samples, "top's" costing/pricing/delivery.

- Create and implement domestic and international sales plans for targeted markets.
- Team with buyers, merchants and showroom reps to create customized product and private label styles by need, core customer and product category.
- Direct national and international sales through regional reps & regional trade shows in Dallas, Atlanta, Chicago, los Angeles, Pure London, Las Vegas, Shanghai & Coterie new York.
- Present trunk show's and collection reviews to buyers and merchants for direct sales and market plans for optimal growth.
- Create, Manage and direct creative and sales-directed social media campaigns for up to the minute direct communication with buyers, media, customers, friends and followers.

STUDIO 1 February 2002 – January 2008

New York, New York
Design Director-Misses and Plus Dresses and Related Sportswear.

Updated Misses career and casual day and cocktail dresses. novelty jackets, novelty bottoms-related separates. private label for JC Penney, Dress Barn, Dillard's, Belk, Sears. Designer for Studio 1 RTW updated Misses career suiting's, novelty contemporary tops and denim.

- Launched Modern Contemporary Studio 1 Sportswear Misses & Plus line.
- Directed seasonal themes, color palettes, print selection/direction, and silhouette design.
- Created extensive private label programs for Kohls, JC Penney, Macy's, Belk, Lord & Taylor, Marc Bower for QVC
- Maintained and established seasonal time and action calendars.
- Travelled internationally regularly for sample development, trend shopping, fabric development and shows.
- Partnered with EVP/C level team on costing too maintain strict seasonal margins.
- Managed & Mentored design team, merchandising team and Asia development staff to constantly elevate the sophistication and taste level across all product categories.
- Presented seasonal pre-line strategies, trend and collections to key buyers, retailers and sales teams.

WEST PACIFIC INTERNATIONAL

August 1997 - January 2002

Hong Kong

Design Director-USA Product Development

Direct design of seasonal product for Saks Real Clothes Wovens and Knits, Susan Lucci Collection Dresses and RTW, Suzanne Somers Collection knits and woven's and denim, Kalia Ali Knit dressing, Bob Mackie novelty related sportswear and Knits, Harrods private label cashmere collection, L'Agence Woven Tops.

- Develop unique color stories and prints to differentiate each collection, creating compelling assortment's unique to each brand.
- Create strong relationships with merchants & buyers to set seasonal goals delivering monthly comp gains.
- Present monthly brand direction to merchant teams to insure cross-functional buy-in.
- Manage and mentor a team of designers and product development professionals.
- Develop strong cross functional relationships with tech, trend, CAD and business teams for optimal performance and high adoption rate.
- Travel seasonally to NY for merchant and buyer meetings, presentations and development direction.
- Shop regularly to identify emerging trends and categories to drive newness and growth.

NOTATIONS

July 1993 –August 1997

New York, New York

Senior Designer – Denim Related Sportswear, Woven Tops and Dresses –Notations Denim, Dress and Woven tops-Misses Dresses, Career suiting's, dressy separates. Women's dresses, woven tops, related separates. Cocktail.

- Conceptualized six seasonal lines annually
- Managed, Directed and Designed complete Denim and woven top private label collections
- Maintained tight adherence to time lines and merch plans, growing the dress and plus divisions to over 100 m annually.
- Researched and developed all fabrics and prints within price targets.
- Travelled frequently to Asia to work with Factories and Suppliers.
- Attended international trade shows, including Premier Vision, Prato Expo and Pitti Filati.
- Managed entire "back room" of drapers, cutters, patternmakers, sewers, assistants and staff.
- Partnered with sourcing on allocation and pricing of all styles.
- Created private label programs for QVC, Wal-Mart, Sears, JCPenney, Army Air Force, Belk.
- Presented brand direction for Misses and Plus collections to regional sales teams, buyers and merchants. Represented the lines at all trade shows to ensure sell-through.
- Developed new merchandising strategies in partnership with C-level team, Sales team and VP of sales.
- Sold at Macy's, Macys.com, Beall's, Nordstrom, QVC, Boscov's, Christopher & Banks, Wal-Mart, Chadwick's, Draper& Damon's, The Bon Ton,

Warren Z Stephen Warren

January 1990-July 1993

Los Angeles, CA

Designer – Misses Casual, career and cocktail woven and knit dresses, related Separates, novelty jackets.

- Designed, sketched and developed five seasonal collections for three division categories.
- Grew brand volume in dress and plus divisions to $14m, the most profitable volume of the companies history
- Expanded the knit and dress business for Stephen Warren, more than tripling the category volume.
- Conceptualized seasonal themes and color stories.
- Developed key items/exclusive programs for retailers.
- Travelled to Asia, Europe to work with both suppliers and manufacturers.
- Coordinated all sourcing and costing in tandem with production.
- Worked closely with production team on allocation, execution and pricing of all styles.
- Managed fittings for sample and production garments, supervising tech team for optimal fit and sell-through.

CONSULTING

Bellario Collection — New York, New York

- Design and Merchandise collection of cashmere and Multi-blend knit and sweater collection-dresses
  Intarsia's, jacquards, novelty stitches.
- Direct and manage national sales in Dallas, Atlanta,Chicago, Los Angeles and New York.

Bella Tu — Greenwich, Connecticut

- Design and Merchandise collection of resort dresses and novelty embroidered tops.

Lou Lou Italia — Tel Aviv, Rome

- Design and Merchandise cashmere sweaters and knits for European market. Hand knit sweaters, intarsia's, jacquards, cut and sew knits.

Sydney Easton — New York, New York

- Design & merchandise sweater and knit collection for Nordstrom, Bloomingdales, Saks 5th Avenue. Cashmere, Alpaca and wool fully fashioned sweaters, dresses and knit sportswear

Tribeca – Melizan - Relais — New York, New York

- Design and merchandise three separate collections of knits
- Hand knit sweaters, fully fashioned cashmere Cut and sew knits and sweaters-Jacquard and intarsia patterns.
- Direct color themes and stories for cashmere and multi blended yarns.

Adjunct Professor- Fashion Design — New York, New York
Fashion institute of technology -CUNY

- Professor of fashion design, internship programs,Color and concept, design history.

Sony Pictures Studio — Culver City, Ca

- Costume Designer- AMPAS nominated best costume - Barton Fink ,Joel and Ethan Cohen Directors

EDUCATION

Harvard
Boston, MA

Bachelor of Fine Arts/Spanish
Minor in Spanish Language

Fashion Institute of Design and Merchandising
Los Angeles, CA

Associate of Arts Fashion Design

Fordham University, College of Law, Fashion Law Institute
New York, New York

Certificate-Fashion Law Bootcamp

Design Entrepreneurs CUNY Fashion Institute
New York, New York

Certificate-Business Plan
Financing & Funding

Fluent in Spanish and French