

ERICA APPLEBY

FASHION DESIGNER- WOMEN'S WEAR & HOSIERY

CONTACT INFO:

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MY PORTFOLIO

EDUCATION:

FASHION INSTITUTE OF TECHNOLOGY

BA IN BUSINESS (MERCHANDISING & MANAGEMENT. JUNE 2013

- FASHION DESIGN / FASHION ART
- PRODUCT DEVELOPMENT

RECCONITION:

- CFW-CARIBBEAN'S FASHION WEEK TRAIL BLAZER AWARD -2013 JAMAICA
- ART BASEL EXHIBITION 2018, MIAMI
- HONORED BY CITY OF FT, LAUDERDALE - 2018 FT.LAUDERDALE, CITY MURAL & RECOGNITION OF EXCEPTIONAL CONTRIBUTION TO CITY ART

SKILLS AND INTERESTS:

- FLUENT IN ENGLISH-
- PROFICIENT IN SPANISH

EXPERTISE:

- SELF TAUGHT & FORMALLY TRAINED PAINTER & ILLUSTRATOR
- PATTERN MAKING
- SEWING
- COLOR
- DIGITAL ART
- TECH PACK
- HAND SKETCHING
- CONCEPTUAL DESIGN
- PHOTOGRAPHY
- FASHION STYLING
- STORY TELLING
- ORGANIZED, RELIABLE & RESOURCEFUL
- HIGHLY ADAPTABLE & MULTITASKER
- WORKS WELL UNDER STRICT DEADLINES
- TEAM MANAGEMENT
- CREATIVE PROBLEM SOLVING

SOFT WARE

EXPERTICE:

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE LIGHTROOM
- ADOBE IN DESIGN
- GERBER WEB PDM
- MICROSOFT
- FINAL CUT PRO
- CANVA
- PROCREATE

3D

- PROFICIENT IN:
CLO 3D & MARVELOUS DESIGNER
- TEXTURE
- FABRIC RENDERING



EXPERIENCE : **ETA LUXE**

OWNER, DESIGNER & BUYER 2012- 2019 MIAMI, FL

- CUSTOM MADE AND MADE TO ORDER GARMENT DESIGN DEVELOPMENT
- EXECUTING ALL ASPECTS OF THE BUSINESS AND DESIGN FROM START TO FINISH: CREATING PIECES USING DRAPING AND GARMENT CONSTRUCTION, HAND BEADING, SAMPLES AND SMALL RUN PRODUCTION. IN HOUSE AND WITH LOCAL FACTORY.
- TEXTILE DEVELOPMENT & EXECUTION
- MANAGEMENT FOR ALL VENDOR & RELATIONS LOCAL & OVERSEAS
- MANAGED ALL GARMENT TECHNICAL/ DIGITAL DEVELOPMENT
- MANAGED GARMENT SPEC & SAMPLE FIT COMMENTARY / CORRECTION
- MAINTAINED T&A CALENDAR
- ART DIRECTION FOR DIGITAL CAMPAIGNS ON SOCIAL MEDIA PLATFORMS AND WEB
- WEBSITE: PHOTOGRAPHY,DESIGN,
- SOCIAL MEDIA MAINTENANCE AND DESIGN OF INTERACTIVE IMAGERY
- CONTENT CREATION - INCLUDING GIF AND MOTION GRAPHICS
- CLIENT & CUSTOMER CONSULTATION
- SALES + MARKETING
- FASHION SHOW AND POP UP STORE PLANNING AND EXECUTION
- TREND FORECASTING
- WORKED WITH SHARON CARPENTER, GIA PEPPER, YANDY SMITH, TORIA NICOLE - MS. BAHAMAS, BET, JAMILA MUSTAFA & AMINA SMITH

USA LEG WEAR

ASSISTANT DESIGNER , 2015 - 2017, NEW YORK CITY

- LED & ASSISTED IN DESIGN DEVELOPMENT FOR BRANDS SUCH AS DISNEY, NICKELODEON, COVER GIRL, PIXAR, WALMART ESSENTIALS
- LEAD OF NEW PROJECT FOR INCREASING SALES IN LOW COMMISSION CHANNEL BY \$50M
- MANAGING 20-60 STYLES IN CHILDREN, WOMEN'S, MENS & NOVELTY CATEGORY.
- MARKET CONSUMER & COMPETITOR RESEARCH
- COLLABORATE WITH CROSS FUNCTIONAL TEAMS DAILY, IN HOUSE & OVER SEES TO BRING PRODUCTS TO LIFE & ENSURE PROPER DEVELOPMENT WITH DESIGN PROCESS
- PROVIDE COMMENTARY OR APPROVAL FOR LAB DIPS, STRIKE OFF & SAMPLES
- MAINTAIN & ADHERE TO T&A CALENDAR
- TECHNICAL DESIGN, SPECING & COMMENTARY FOR ALL MANAGED STYLES IN MULTI-DIVISIONS

AMERICO GROUP

ASSISTANT DESIGNER, 2013-2015, NEW YORK CITY

- LED & ASSISTED IN DEVELOPMENT OF DESIGNS BRANDS SUCH AS REEBOK, AND 1 AS WELL AS SPORTING GOOD CATEGORY (MEN, WOMEN& CHILDREN), VAN HEUSEN, COVER GIRL
- MANAGING 20-40 STYLES IN VARIOUS CATEGORIES
- INCREASING CATEGORY REVENUE BY \$30M
- PROVIDED RELEVANT DESIGNS, ADHERING TO T&A CALENDAR
- ESTABLISHED AND MAINTAINED ALL TECH PACKS, DEVELOPMENT & OFF SHORE CORRESPONDENCE TO ENSURE PROPER DEVELOPMENT AND COLOR WAY DATA ADHERED FOR ALL DEADLINES.
- DELIVERED FRESH NEW IDEAS CONSISTENT WITH BRAND DNA
- MARKET CONSUMER & COMPETITOR RESEARCH (WITH IN STORE, ONLINE AND EDITORIAL)