

ERICA APPLEBY



CREATIVE DIRECTOR
FASHION DESIGNER
TECHNICAL DESIGNER
ARTIST



CLIENT I



ROLE I

CREATIVE DIRECTION
FASHION DESIGN
TECHNICAL DESIGN
SURFACE PATTERN DESIGN

GOAL I

TO REDEFINE THE WAY THAT WOMEN SAW THEMSELVES IN A WORLD DEFINED FOR THEIR BEAUTY & MONETARY BACKGROUND. GIVING THEM AFFORDABLE LUXURY ITEMS THAT ALLOW THEM TO DEFINE THEIR STYLE. GIVING EACH WOMAN A SENSE OF STRENGTH & REBIRTH TO YOUR TRUE NATURE.

DELIVERED I

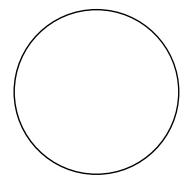
AS CREATIVE DIRECTOR, I WAS ABLE TO PARTAKE IN ALL AREAS FROM DESIGN TO DIGITAL ASSETS, PRINT MATERIAL, PHOTOSHOOT CONCEPTS, SOCIAL MEDIA PRESENTS & DIALOG TO CUSTOMER, LOOK BOOK & PRESENTATION FOR THE BRAND. MY JOB IS TO ENSURE THAT THE BRAND VOICE IS CLEAR AND TRANSLATED IN A MANOR THAT IS HARMONIES FOR THE WOMEN IN OUR COMMUNITY. I LEAN HEAVILY ON BOOSTING CONFIDENCE, GAINING INSPIRATION FROM NATURE AND REBUILDING THE IDEA OF LUXURY. THE CREATIVE APPROACH IS ALWAYS THAT OF RESOURCEFULNESS & INTENTION. WHILE MAKING SPACE FOR THE UNSEEN.

AWARDED I

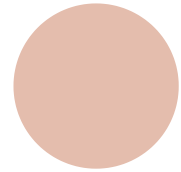
CARIBBEAN FASHION WEEK-TRAIL BLAZER AWARD
VIBE MAGAZINE- FASHION DESIGNERS TO WATCH



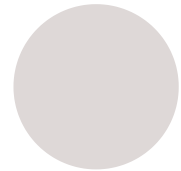
Concept Board & Sketches



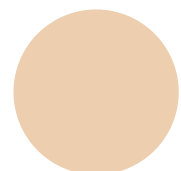
ALBINO WHITE



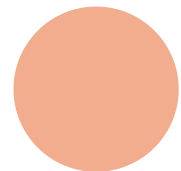
DUST ROSE



HAZE



SAND



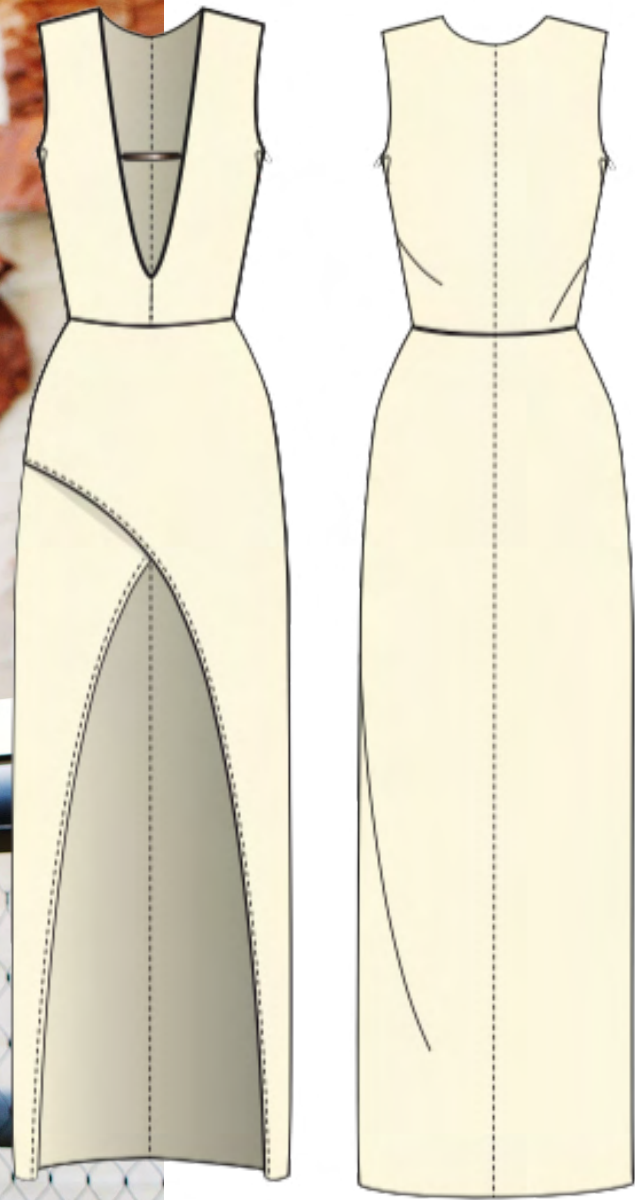
CORAL



BOLD GEOMETRIC SHAPES

EARTH ELEMENTS/ CRYSTALS

ALBINO ANIMALS



Look Book Stills



[WATCH COLLECTION VIDEO](#)

PRODUCED & DIRECTED A DIGITAL RUNWAY SHOW

CLIENT | **Reebok** 

ROLE | ASSISTANT HOSIERY DESIGNER

DELIVERED | MENS | WOMEN'S | YOUTH
WAS ABLE TO ASSIST & DESIGN FRESH DESIGNS IN THE
ABOVE CATEGORIES FOR CLUB, OFF PRICE & SPORTING
GOODS. COVERING ALL AREA FROM DESIGN, COLOR,
DEVELOPMENT, PRODUCTION AND MANAGEMENT.





CLIENT |

COVERGIRL®

ROLE | ASSISTANT HOSIERY DESIGNER

DELIVERED |

WOMEN'S | YOUTH

WAS ABLE TO ASSIST & DESIGN FRESH DESIGNS IN THE ABOVE CATEGORIES FOR NOVELTY, OFF PRICE & CLASSIC. COVERING ALL AREA FROM DESIGN, COLOR, DEVELOPMENT, PRODUCTION AND MANAGEMENT, TECH PACK & MOOD BOARD.



PRINTS

CLASSICS PACK



NOVELTY SOCKS



CLIENT |



ROLE | ASSISTANT HOSIERY DESIGNER

DELIVERED | MENS | BOYS

WAS ABLE TO ASSIST & DESIGN FRESH DESIGNS IN THE ABOVE CATEGORIES FOR CLUB, OFF PRICE & SPORTING GOODS. COVERING ALL AREA FROM DESIGN, COLOR, & DEVELOPMENT.





CLIENT | **SINGER®**

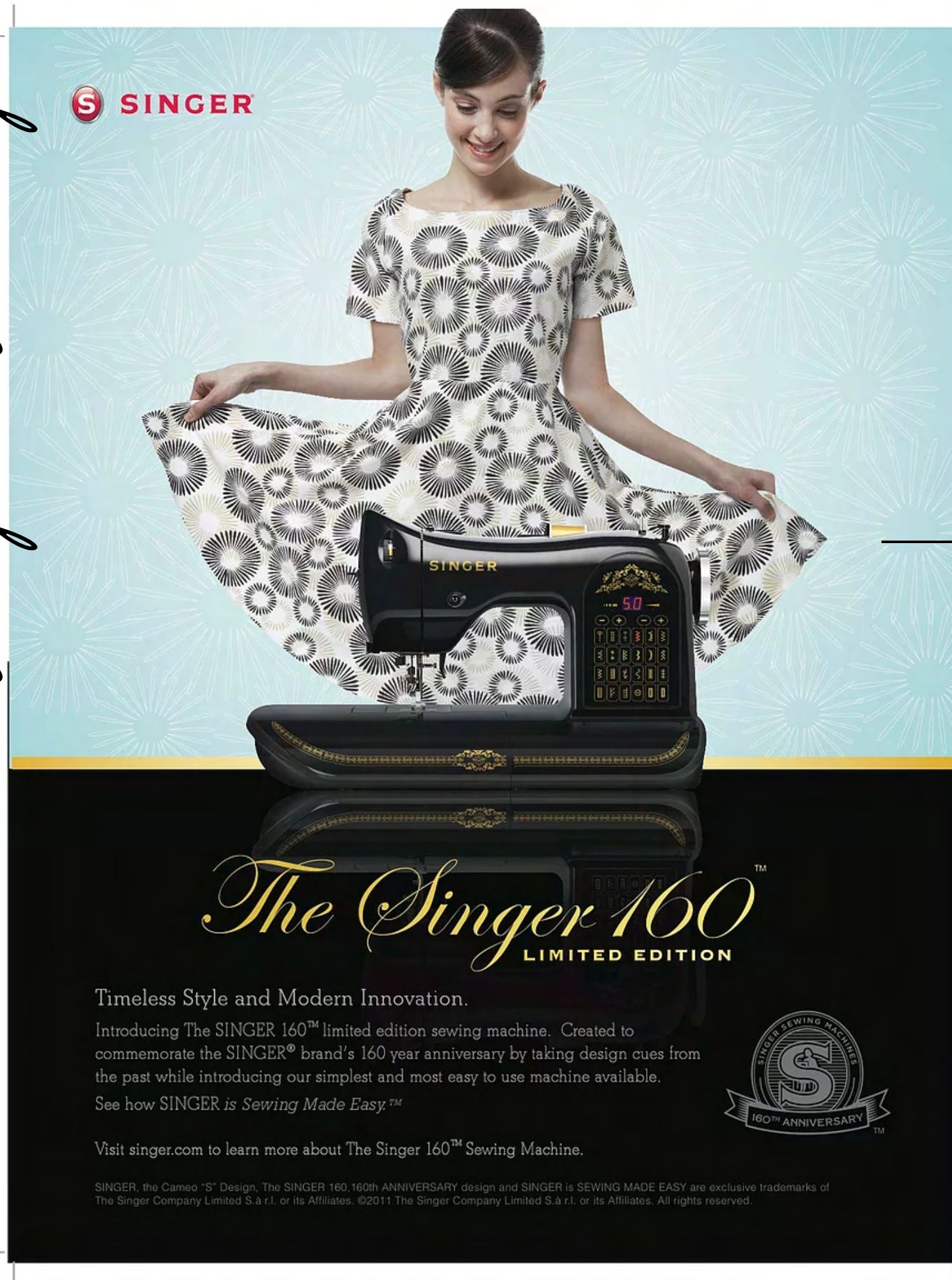
ROLE | FASHION DESIGN
CONCEPT
STYLING

GOAL | TO CONNECT SINGER SEWING WITH YOUNGER AUDIENCE,
WITHIN THEIR COMMUNITY AND BEYOND, WHILE ALSO
HONORING THE HERITAGE OF THE COMPANY THROUGH
FASHION FOR THEIR 100TH YEAR ANNIVERSARY.

DELIVERED | SINGER SEWING WANTED TO CONNECT WITH THE AUDIENCE AND RECREATE AN
OLD ADVERTISEMENT IN A NEW WAY. WITH THE RECREATION OF THEIR ORIGINAL
VINTAGE SEWING MACHINE TO BE DIGITAL FOR THE NEW SCHOOL FEEL AND
AUDIENCE. BY BLENDING THE VINTAGE FEEL WITH THE NEW DIGITAL PRODUCT
FOR THEIR 100TH ANNIVERSARY WE CONNECTED THE OLD AND NEW AUDIENCES
OF SINGER.



Singer Sewing



The advertisement features a woman in a white dress with a black and yellow sunburst pattern, holding the skirt of the dress over a black Singer 160 Limited Edition sewing machine. The machine has a digital display showing '5.0' and a control panel with various buttons. The background is a light blue with a repeating sunburst pattern. The Singer logo is in the top left corner. The machine is reflected on a black surface below it.

S SINGER


The Singer 160
LIMITED EDITION

Timeless Style and Modern Innovation.

Introducing The SINGER 160™ limited edition sewing machine. Created to commemorate the SINGER® brand's 160 year anniversary by taking design cues from the past while introducing our simplest and most easy to use machine available. See how SINGER is *Sewing Made Easy*.™

Visit singer.com to learn more about The Singer 160™ Sewing Machine.

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FASHION DESIGN & GARMENT CONSTRUCTION



Press & Clients

 **RED TRICYCLE**

Art | Basel

VoyageMIA

VIBE
MAGAZINE


airbnb

CFW
caribbean fashionweek

 **NBA**
AWARDS


GRAMMY® AWARDS

 **SINGER**

JACK DANIEL'S
OLD
Nº 7
BRAND

BET★

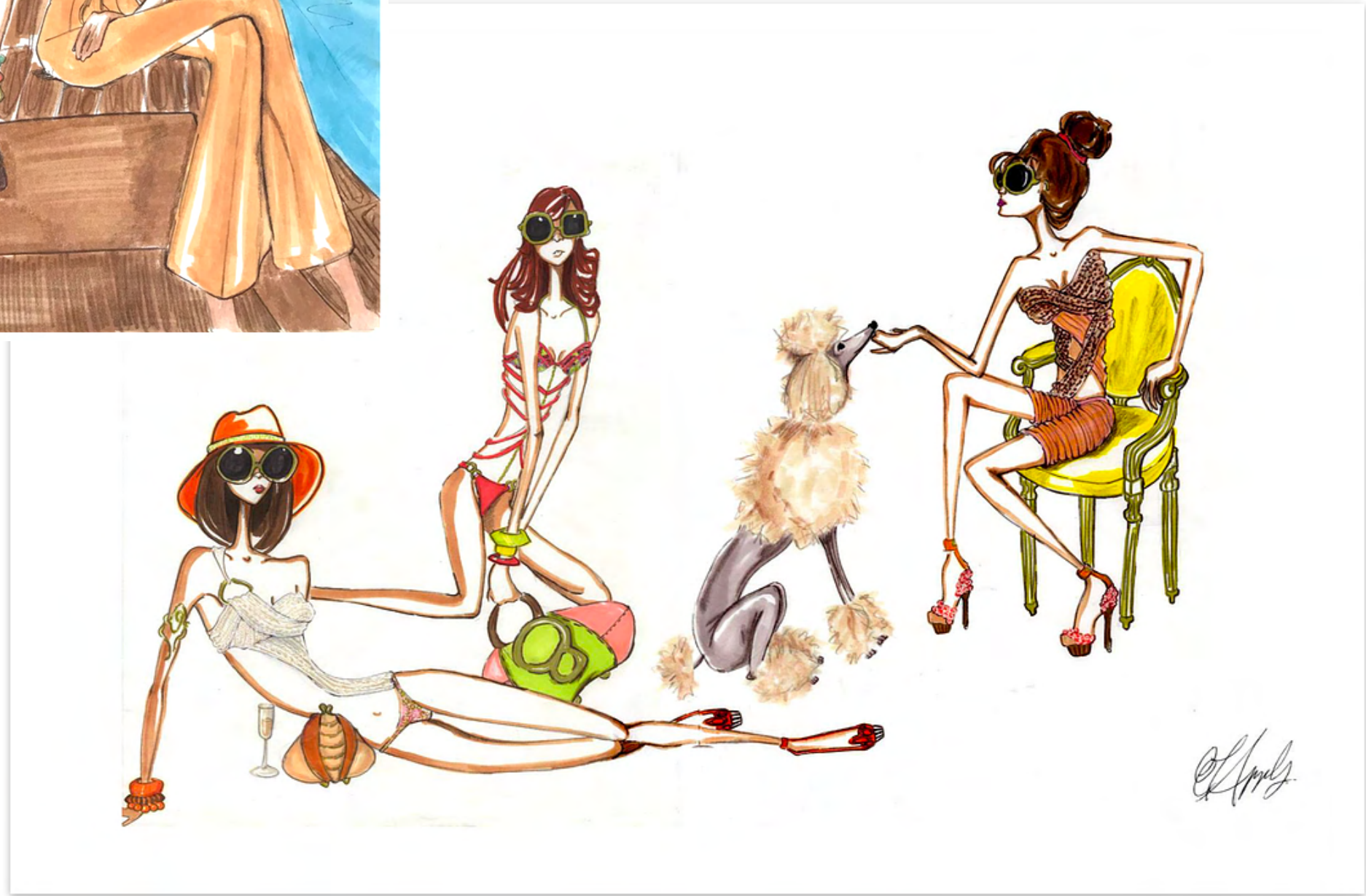

PULSE

**BLACK
GIRLS
ROCK!**

Illustration

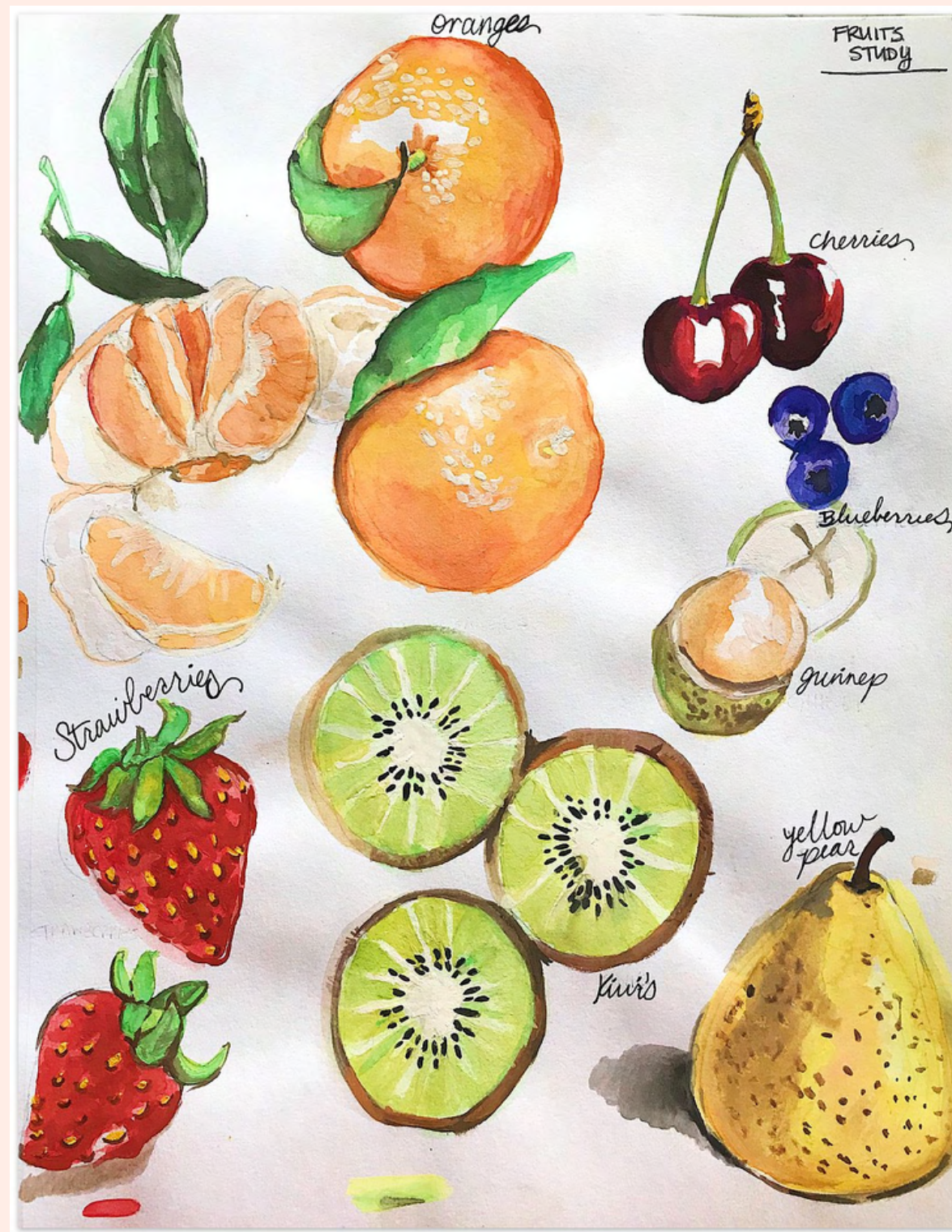


RESORT INSPIRED ILLUSTRATIONS
DIGITAL & TRADITIONAL



Painting

ACRYLIC, WATER COLOR & MURALS





ABOUT ME

ERICA APPLEBY IS A FREELANCE MULTI-DISCIPLINARY CREATOR & CURATOR. BLENDING A PASSION OF ART, DESIGN, PHOTOGRAPHY AND TRAVEL TO CREATE WITH LOVE AND PURPOSE. THROUGH HER KEEN EYE & EXPERIENCE THE LUXE ART TECH BRAND OFFERS A VIEW OF BEAUTY AND EXPLORATION, WITH ABOVE PASSIONS EACH SERVING AS A ENTRY POINT TO WEAVE TOGETHER ELEGANCE, WANDERLUST, EDGE AND UNFORGETTABLE MOMENTS.

SEEING DEEPLY INTO THE WORLD AND REACHING BEYOND THE SURFACE TO THE VERY HEART BEAT OF OF CREATION, ERICA APPLEBY CONSIDERS THE EMOTIVE AND CULTURAL QUALITIES OF LIFE. THROUGH MOVEMENT, MUSIC, ART AND AUTHENTIC RELATIONSHIP. SHE FOCUS ON CONNECTION AND COMMUNICATION THAT IS WARM AND HONEST.

ERICA APPLEBY IS EQUIPPED AND CONNECTED TO A NETWORK TO CREATE, MANAGE, FACILITATE AND IMPLEMENT VARIOUS TYPES OF PROJECTS. LAUNCHED IN 2019 LUXE ART TECH IS A CREATIVE AGENCY WITH A DISTINCTIVE AESTHETIC. CREATING RED CARPET LOOKS AND SOUGHT AFTER BY SOME OF THE BEST IN THE INDUSTRY LIKE SINGER SEWING.

BIOGRAPHY

ERICA
APPLEBY

" IT IS IN ALL OF US TO DEFY EXPECTATIONS, TO GO INTO THE WORLD AND TO BE BRAVE, AND TO WANT, TO NEED, TO HUNGER FOR ADVENTURES. TO EMBRACE THE CHANCE AND RISK SO THAT WE MANY BREATHE AND KNOW WHAT IT IS TO BE FREE."
- MAE CHEVRETTE

WITH MUCH COURAGE AND FREEDOM WE ARE EMPOWERED TO LIVE A LIFE THAT IS #LUXE (FRUITFUL, COLORFUL, ABUNDANT AND CALM). THIS IS THE ESSENCE OF THE ERICA APPLEBY BRAND

Who is She?



Thank you!

#LIVING LUXE

WWW.ERICAAPPLEBY.COM

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