

# ERICA APPLEBY



CREATIVE DIRECTOR  
FASHION DESIGNER  
TECHNICAL DESIGNER  
ARTIST



CLIENT |



**ROLE |** CREATIVE DIRECTION  
FASHION DESIGN  
TECHNICAL DESIGN  
SURFACE PATTERN DESIGN

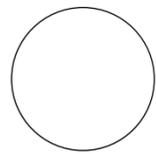
**GOAL |** TO REDEFINE THE WAY THAT WOMEN SAW THEMSELVES IN A WORLD DEFINED FOR THEIR BEAUTY & MONETARY BACKGROUND. GIVING THEM AFFORDABLE LUXURY ITEMS THAT ALLOW THEM TO DEFINE THEIR STYLE. GIVING EACH WOMAN A SENSE OF STRENGTH & REBIRTH TO YOUR TRUE NATURE.

**DELIVERED |** 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 HARMONIOUS 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 |** CARIBBEAN FASHION WEEK-TRAIL BLAZER AWARD  
VIBE MAGAZINE- FASHION DESIGNERS TO WATCH



# Concept Board & Sketches



ALBINO WHITE



DUST ROSE



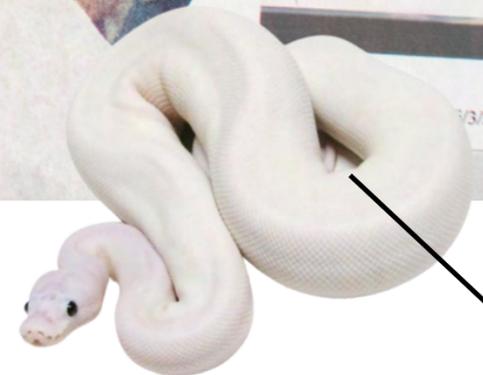
HAZE



SAND



CORAL

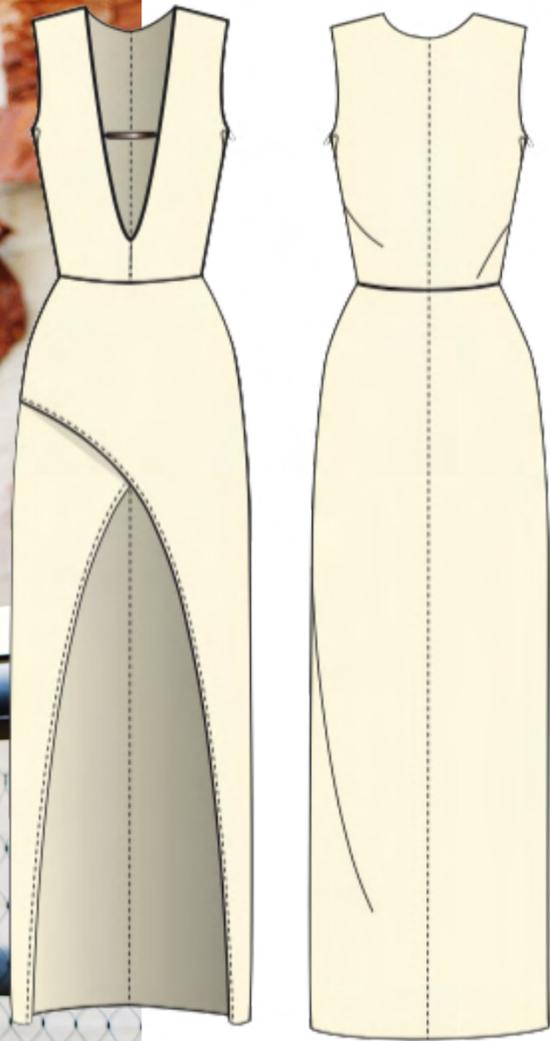


BOLD GEOMETRIC SHAPES

EARTH ELEMENTS/ CRYSTALS

ALBINO ANIMALS





*Look Book Stills*



[WATCH COLLECTION VIDEO](#)

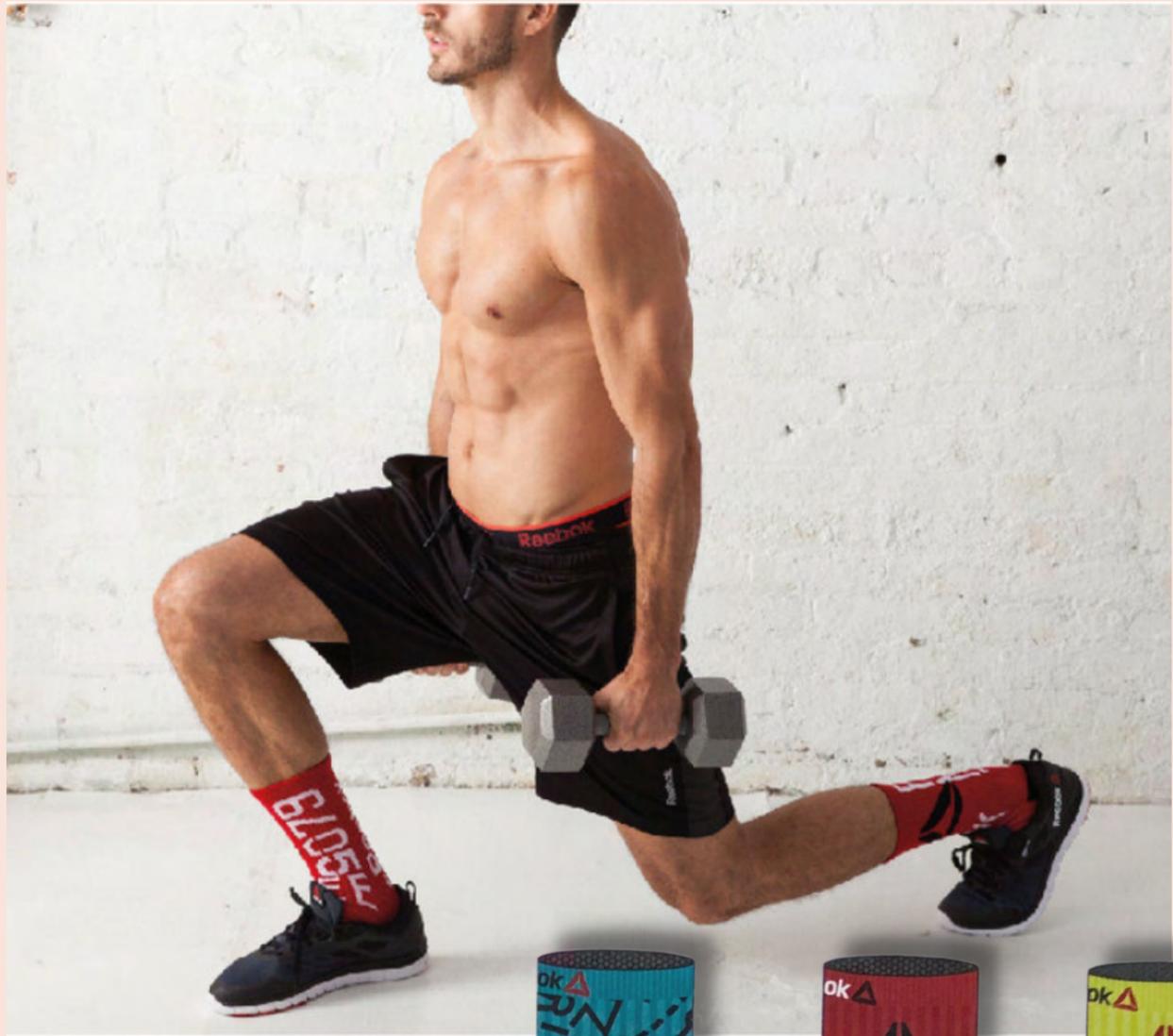
— PRODUCED & DIRECTED A DIGITAL RUNWAY SHOW

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.





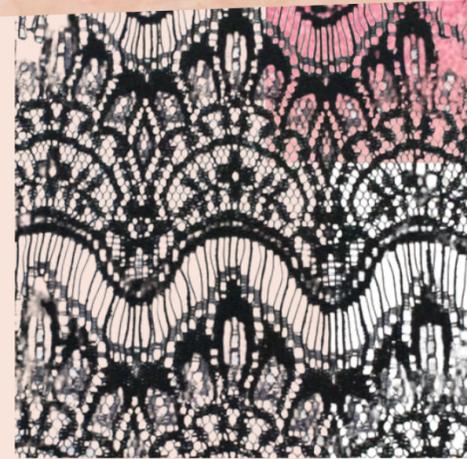
CLIENT |

# 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



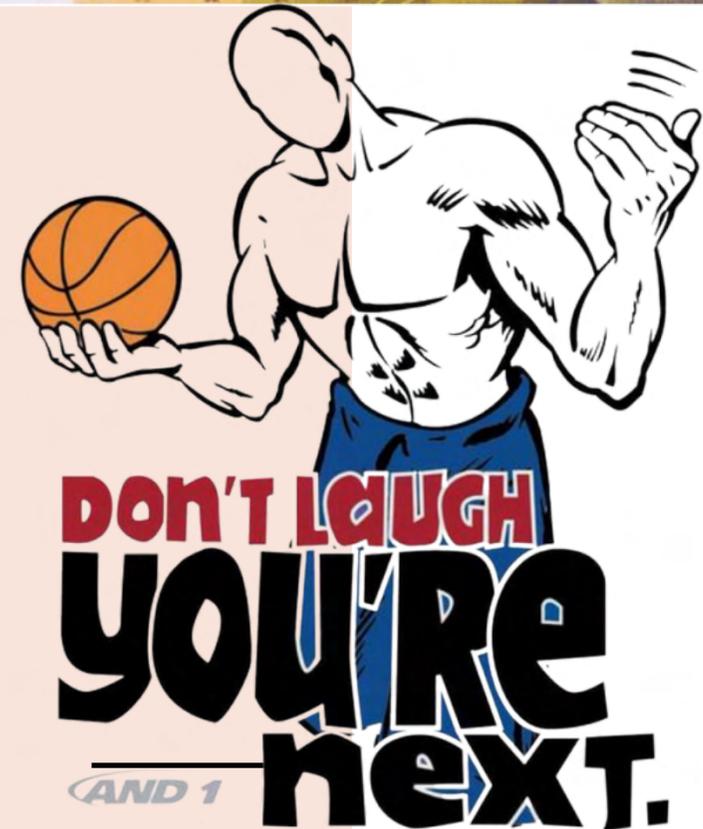
CLIENT |



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.



AN9373



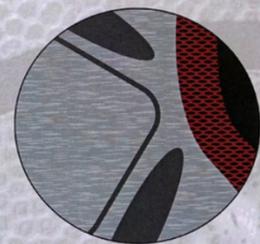
AN\_F14\_D134\_SINGLES

AN9371



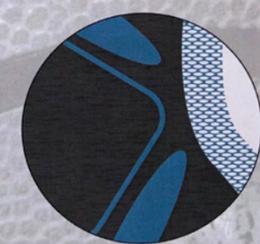
AN\_F14\_D134\_SINGLES

AN54406  
LOW CUT 1/2 CUSHION  
3 PACK WITH MESH COOLING CHANNEL



COOLING MESH AND STRATEGIC CUSHIONING

AN54406  
LOW CUT 1/2 CUSHION  
3 PACK WITH MESH COOLING CHANNEL



COOLING MESH AND STRATEGIC CUSHIONING

CLIENT | **SINGER**<sup>®</sup>

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

S SINGER



FASHION DESIGN & GARMENT CONSTRUCTION

# 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](http://singer.com) to learn more about The Singer 160™ Sewing Machine.



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*Press & Clients*

 **RED TRICYCLE**

**Art | Basel**

**VoyageMIA**

**VIBE**  
MAGAZINE

  
airbnb

**CFW**  
caribbean fashionweek

 **NBA**  
AWARDS

  
GRAMMY AWARDS

 **SINGER**

**BET**★

  
PULSE

**BLACK  
GIRLS  
ROCK!**

**JACK DANIEL'S**  
OLD  
**N<sup>o</sup>7**  
BRAND

# Illustration



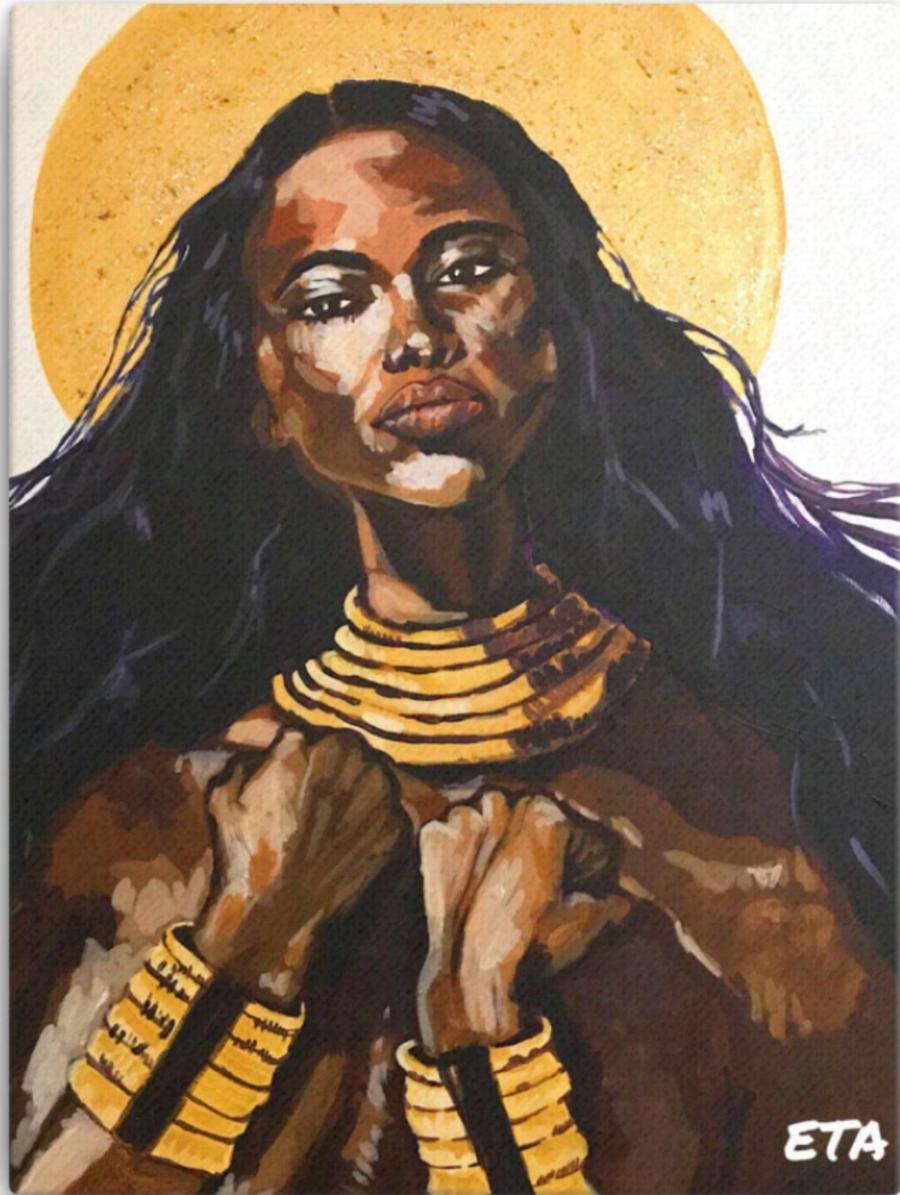
RESORT INSPIRED ILLUSTRATIONS  
DIGITAL & TRADITIONAL



*Handwritten signature*

# 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

PORTFOLIO

" 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

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APPLEBY.ERICA@GMAIL.COM