

KATE CRASSWELLER

Design & Creative Direction



CONTACT



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KATE CRASSWELLER



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I want to build your brand and lead your team
by uniting creative vision with business
strategy.

I'm a brand-building Design Leader with 15yrs of experience within all categories of womens apparel design, with a particular passion for denim and elevated casual-lifestyle product.

I have a strong ability to interpret trend + zeitgeist through the filter of a brands' DNA, and communicate a strategic vision to Design and Business teams via visual and verbal means.

With a deep understanding that consumer habits and the fashion landscape are ever-evolving, I believe beautiful things happen through a spirit of collaboration and putting great design first.

EXPERIENCE

AUG
2018
-
APR
2019

VP of CONCEPT DESIGN, mens & womens GAP INC. NYC

In-house consulting as head of Concept team; creating color, trend, print, wash & silhouette direction, big ideas and product strategy for Gap Womens, Mens, Fit and Sleep. Highly visual, inspirational & strategic output through the lens of an elevated American denim lifestyle, aligned with business & merchandizing goals. Reporting to EVP.

JUL
2017
-
JUL
2018

DESIGN + CREATIVE DIRECTION FREELANCE CONSULTING- NYC/WEST COAST

Freelance design and concept consulting for fashion brands in the Premium Denim and Active Apparel sectors.

- Seasonal trend and mood board creation, defining the aspirational direction and must-have items by category, including color, print and fabric direction for growing and established brands.

VP of WOMENS DESIGN

CALVIN KLEIN JEANS / NEW YORK

AUG
2014
-
JUNE
2017

- Creative lead of the womens' Calvin Klein Jeans brand across all apparel categories, with a responsibility to strategically grow the business in North America.
- Demonstrated a strong understanding of how to develop product for a tiered distribution, from premium to mass-market, in a complex and fast paced environment.

Created Seasonal COLOR, PRINT + TREND direction: led a team of designers across all categories to design, fabricate, fit and execute the collection.

Partner closely with MERCHANDIZING AND SOURCING to re-structure denim assortment to drive sales, with a focus on improving quality and building the brand aesthetic. Identified categories of growth + opportunity.

CONCEPTUALIZED + BUILT new businesses: designed + executed exclusive capsules for Specialty retailers such as Urban Outfitters, Opening Ceremony, Bloomingdales, adding \$10M+ to the business in 2 years, & attracting a new Millennial consumer.

R+D: Highly knowledgeable in wash, construction and fabrication across all apparel categories. Extensive travel to Europe + Asia for inspiration & development.

JUNE
2013
-
AUG
2014

DESIGN DIRECTOR, GLOBAL CONCEPT TEAM CALVIN KLEIN JEANS / NEW YORK

Create + communicate SEASONAL CONCEPT, color, business and product direction to regional design teams in Europe, Asia, Brazil and North America. Deliver visual deck with fabric and trim targets.

Develop WASHES, MOCK-UPS AND PRODUCT INSPIRATION for denim and all garment categories to distribute to global design teams.

Partner with internal MARKETING TEAM to establish global marketing concepts each season. Design aspirational 25-look capsule for global marketing campaigns each quarter.

Design exclusive SPECIAL PROJECTS in collaboration with retailers such as MyTheresa.com and Opening Ceremony; brand-building and aspirational new image/ new audience for CK Jeans.

SEASONAL TRAVEL to regional design hubs across the globe to edit and ensure international alignment and aesthetic consistency for the CK Jean brand.

Participate in SEASONAL THINK TANK with Calvin Klein creative directors across all disciplines to create and present 6-month aesthetic and business directives for all design teams and licensees via an inspiring, interactive visual experience at Calvin Klein headquarters in NYC.

EDUCATION

- 2000 - 2003 **BA(hons) FASHION DESIGN**
KINGSTON UNIVERSITY, London, UK
- 1999 - 2000 **BTEC FOUNDATION STUDIES, ART & DESIGN**
KINGSTON UNIVERSITY, London, UK

CAPABILITIES / SKILLS

PROFESSIONAL

- o Trend & Concept
- o Design Direction & Team Leadership
- o Calendar & Process strategy
- o Strong presentation and communication skills
- o Experience in wash + denim & refined product

PERSONAL

- o Creative & Visual
- o Professional
- o Collaborative
- o Problem Solver
- o Highly Motivated

TECHNICAL SKILLS

- o Adobe Illustrator, Photoshop, InDesign
- o Word, Excel, Outlook, Google Docs

AWARDS / ACHIEVEMENTS

Mittelmoda Fashion Prize

Womenswear Prize, 1st Runner up

Selected from top fashion Graduates across all EU Universities to show my thesis collection in competition in Italy, judged by a panel of Industry experts.

2003, Gorizia, Italy

Gore Tex Outerwear Award

Most Innovative Design

2002, London UK

EXPERIENCE - CONTINUED -

- 2005 - 2013 **-DESIGN DIRECTOR, WOMENSWEAR**
-SENIOR DESIGNER, WOMENSWEAR
-DESIGNER, WOMENSWEAR

CALVIN KLEIN White Label,
NEW YORK

GREW BUSINESS FROM \$70M TO \$120M over the course of my tenure as Designer through Design Director.

Designed womens sportswear in line with the elevated, modern aesthetic of the Calvin Klein brand at attainable prices for commercial market.

SEASONAL CONCEPT: Researched trend + silhouette direction. Created mood boards and rigs from vintage, archive and inspirational shopping.

PRINT + COLOR: selected seasonal prints from art studios and created seasonal color palettes to satisfy tops, bottoms, including trend color and best-selling foundation of house neutrals

DESIGNED + SKETCHED: Designed all womens categories/ oversaw design process & line edit with multi-category design team. Hand and Illustrator sketching.

FIT + TECHNICAL FINISH Strong understanding of fit and technical detail/ tech pack excellence.

-Close collaboration with Merchandizing to answer business needs

-R+D & PD TRAVEL: Premiere Vision, inspirational shopping in Paris, London, Antwerp, Brazil, Barcelona. Proto development in HK, China, Indonesia, Sri Lanka, Turkey and India

Involved in styling and assortment for lookbooks and POS marketing

-MANAGED designers, assistants, interns and CAD artists

- OCT 2003 - DEC 2005 **• ASSOCIATE DESIGNER, Womens Wovens**
BANANA REPUBLIC
NEW YORK

RESEARCHED, SKETCHED, TRIMMED, FABRICATED & FIT: designed under mentorship of Design Director for "Casual Lifestyle" product. Special attention to wash, outerwear and denim categories.

OVERSEAS PRODUCT DEVELOPMENT EXPERIENCE

Fabric purchasing at Premiere Vision, inspirational shopping in Paris, London and LA, embroidery and design development in India and Hong Kong, wash development in Denim Laundry in LA

REFERENCES

Excellent references available upon request