

# COREY ST. GEORGE

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## **CREATIVE DIRECTOR - DESIGNER - COLOR & TREND FORECASTING - MERCHANDISING**

High performing, accomplished Lead Apparel Designer with 18 years of experience designing and developing brands in multiple retail channels with the world's largest apparel manufacturers. Lead strategic brand vision while driving and developing high performing teams. Proven track record in leading brand relaunches, building relationships with cross functional teams to drive sustainable results from concept thru production. Extensive experience in trend forecasting, global research, product development.

## **EXPERIENCE**

LEAD DESIGNER - ALL FEMALE DIVISIONS, LEE JEANS - VF JEANSWEAR, December 2017-Current  
MERRIAM, KS

- Creative Visionary and Lead Designer across entire range of Lee Female Bottoms
- Lead a design team in seasonal development across product, design, fabric, and innovation/trends for a \$200M US business across multiple channels
- Defined Vision strategy direction that promoted and inspired brand architecture and portfolio range for multiple tiers of market share
- Lead the charge for bringing back the Iconic Lee Branding across all product for Fall 2019 and beyond
- Built strategic partnerships with Doneger Trend Services, Internal and External Vendors, and Sales/Management teams to support long term growth for business
- Participated in extensive consumer insight research projects to define consumer targets and need states, to Lee Female to #1 Branded Market share
- Traveled extensively around the world overseeing fabric sourcing, finish, pattern and fit development and reviewing garment production
- Travel globally for trend research each season - London, Amsterdam, Antwerp, Berlin, Hong Kong, New York, LA, Miami
- Negotiated garment costing with VFA sourcing team to exceed margin goals
- Presented Vision and Strategy to senior leaders within VF and our retail partners as Creative Visionary for Lee Female brand
- Key leader in cross functional teams including Creative Design, Technical Design, Marketing, Production, and Merchandising

COLOR AND TREND FORECASTING LEAD, ROCK & REPUBLIC - VF JEANSWEAR, February 2015-December 2017  
MERRIAM, KS

- Responsible for Creative Vision Direction for all quarterly conceptual design presentations, and strategy pyramids.

- Responsible for all global micro and macro trend research analysis and presentations to our Global Sr Leadership, Product Development and Sourcing teams
- Lead Graphics Artist responsible for all trims and pocket design for female and male BU's for denim and twill.
- Worked cross functionally with our Consumer Insights Team to develop the finest research in understanding our consumer target for successful brand growth and market share.
- Attended Denim College at DNA in Columbus, Georgia.
- Partnered in the Men's relaunch campaign - responsible for updating the entire line of back pocket design, which was the defining iconic element of men's denim and led to a surge in sales after years of declining revenue

SR DESIGNER - MERCHANDISER, MAG BRANDS LLC, ADJMI APPAREL GROUP, July 2004-November 2013

NEW YORK, NY

- Design and merchandise licensed and generic house brands for newborn, infant, toddler, 4-16 girls', and 4-18 boys' sizes, Junior Girls, and Ladies/Men's: Disney License Properties, Hasbro Int'l, Marvel (Spider-Man, The Avengers), Hot Kiss Juniors, Fila (all size ranges), ProPlayer Ladies/Men's, Skechers, Sports Essentials, Rampage, Selena Gomez Dream Out Loud.
- Won the LIMA (International Licensing Industry Merchandisers' Association) award for "2007 Best Film, Television, and Entertainment Brand Licensee of the Year-Softgoods-for Hannah Montana outerwear.

DESIGNER, WEATHERPROOF - DARON FASHIONS, January 2003-January 2004

NEW YORK, NY

DESIGNER, TOPSVILLE, January 2002-January 2003

NEW YORK, NY

ASSOCIATE DESIGNER, ADJMI APPAREL, DISNEY LICENSING, January 2000-January 2002

NEW YORK, NY

## **EDUCATION AND TRAINING**

Bachelor of Science

Clothing, Textiles, and Merchandising / Fashion Design, Texas Technical University, Lubbock TX

## **COMPUTER SKILLS**

Adobe Creative Suite, Microsoft Office Applications, Power Point, Lotus Notes, Citrix Receiver, Social Media, Linked In

## **SKILLS**

Strategy, Vision, Product Development, Trend Forecasting and Analysis, Global Sourcing, Technical Design, Sketching, Fit and Finish, Marketing, Stylist, Art Direction, Graphic Design

