

# Paul Massey

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## SUMMARY

Design professional with extensive design experience working for Ralph Lauren, Perry Ellis, Vineyard Vines, Tommy Hilfiger, Fossil and Southern Tide. I have led creative teams, defined brands and mentored upcoming designers. I embody strong leadership, communication, and interpersonal skills. I am resourceful, decisive, and able to multitask in a fast-paced changing environment.



*STYLIST/DESIGN CONSULTANT/2020-PRESENT*

Style Trainers, Athletes, Olympians and Celebrities wardrobes for iFIT interactive video workout content. Personalize wardrobe for each Athlete according to their personality, location needs, modality/exercise and preferences. Co-brand and collaborate with NIKE, Champion, Under Armour, CRAFT, etc. according to the individual Athlete's sponsored brand. Design Consultant to the in house creative team designing iFIT activewear and athleisure wear; color, trend, silhouettes and print.



**SOUTHERN TIDE**

*CREATIVE DIRECTOR/2018-2020*

Responsible for Men's, Women's, Children's, accessories, print, color, concept, trend, sourcing and product development from concept to final production. Built effective relationships with Merchandising creating sku framework to design into making sure business goals are achieved. Work directly with Marketing on PR, photo shoots, catalog, e-commerce styling and pagination. Inspire, lead, direct and mentor designers, oversee fittings, fabric and product development. Create brand appropriate collaborations with like-minded brands and philanthropic organizations. Continually drive new ideas to enhance the brand, improve product and grow our market.



**PAULROBERTMASSEY**

*FOUNDER/CREATIVE DIRECTOR / 2016-2018*

Founder of PaulRobertMassey, an innovative and sustainable bow tie brand upcycling vintage garments. Analyzed global trends, products, market competition/SWOT and social responsibility research to identify men's accessories opportunity in the current market. Created brand identity through iconic logo, innovative patterns, website design, social media and packaging. Responsible for: pattern design, fabric/trim sourcing, manufacturing, sales, photography, advertising/social media, distribution and accounting.



**RALPH LAUREN**

*FREELANCE DESIGN CONSULTANT / 2015-2016*

Purple label haberdashery dress shirts and sport shirts. Polo liaison working exclusively with Italian and Japanese mills and factories regarding sourcing and fabric design. Research inspirational and historic vintage clothing to identify new designs and details. Anticipate and analyze competitors and market trends. Collaborate with tech and graphics. Translate seasonal concepts and rigs into new silhouette designs and shirt details to meet creative objectives and the merchandising needs of the business.

## FOSSIL

*CREATIVE DIRECTOR / 2010-2014*

Men's Apparel and Accessories Creative Director. Creative leader driving trend development for design, pattern, graphics, color, materials, and key silhouettes. Develop designs from sketch and fit phase to production. Responsible for managing men's apparel and accessories designers; knits, wovens, tops, bottoms, outerwear, bags, small leather goods, belts and wallets. Work and strategize with merchandising, sales team, sourcing, production and graphics to acquire all information, materials and designs needed to successfully create the final collection.



L.L.Bean



*FREELANCE DESIGN DIRECTOR & SR. DESIGNER / 2008-2010*

Direct creative concept, trend, merchandising and design in all Men's and Women's classifications; all woven, knit, sweater tops and bottoms. Design and direct into the specific needs of each client. Design for Tommy Hilfiger's Flag and Tommy collection specializing in woven classification. Direct L.L. Bean Men's and Women's "Signature" Collection. Haggars; Direct, design and develop new internal brands along with the woven and knit classifications for five private label collections.



**vineyard vines®**

*DESIGN DIRECTOR / 2005-2008*

Design Director of apparel and accessories. Direct and design all product classifications including trend and concepts for Men's, Women's, and Children's apparel and accessories. Managed 13 team members in design, graphic design and technical design. Responsible for trend, color, fabric, design, fittings and keeping teams on calendar. Overseas travel for trend, fabric development, tech pack hand off and sampling for all classifications. Present line to owners, sales team, merchandisers, retailers, public relations team, editors and press. Give direction to catalog, marketing and web site teams to keep the design integrity of the collections true from its original concepts for each season.

**PERRY ELLIS**

*DESIGN DIRECTOR / 2004-2005*

Perry Ellis Collection Woven Design Director, responsible for the design process from color and trend conception to execution and production for all woven designs; shirts, pants, denim, suiting's, outerwear, and swimwear. Manage team of designers and associate designers in order to execute design vision and brand identity. Work with sourcing team, merchandisers, internal sales team and store account executives in order to create trend appropriate apparel made with quality fabrics and trims at the most competitive price.



*SENIOR DESIGNER / 2000-2004*

Men's Senior Designer, responsible for the design of all woven products; shirts, pants, shorts, swimwear, denim and outerwear. Start each season with global trips researching color, trend and new fabrications. Present concept consisting of rigs, trend, color, concept, initial sketches and designs to President, VP, merchants and buyers. Develop new qualities/materials, pitching blankets and developing washes and finishes. Manage fit sessions, create tech packs, approve lab dips/washes and mentor and train assistant designers.



*DESIGNER / 1996-1999*

Men's Woven shirt Designer. Worked directly with Sr. V.P. of Design on Purple Label, Blue Label, Collection, Sportsman, Polo Sport and Golf. Duties include design, seasonal research and organization of woven fabric designs and qualities. Presentation, display, layout and rigging of woven fabric qualities and designs for approval. Assist with Fittings. Responsible for maintaining and creating the Polo Woven Fabric Library.

**EDUCATION**

Monarch School of Design / Photoshop CAD and Woven Textile Design / 1997  
SDSU/San Diego State University / English & Communications / 1992-94  
Brigham Young University / English & Communications / 1984-86 & 1990-92

**REFERENCES** - Available upon request