



MICHAEL ETIENNE EDWARDS

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PROFESSIONAL SUMMARY

My purpose is to help men and women manifest a life that is desirable to them. Advantageous experiences in design, production, retail, and wholesale improved my effectiveness communicating within an organization, promoting brand message and meeting the bottom line. My interests in garment construction and fabric development motivated my participation in Tokyo Designers Week, the Orta Blu denim for UNICEF project, and Savannah Fashion Week. Today, I collaborate with dynamic teams to bring to market novel, though pragmatic, imaginative, yet intelligent, merchandise.

CORE STRENGTHS

- Patternmaking: Draped / Flat
- Technical Sketches: Hand / CAD
- Knits, sweaters, wovens experience
- Pantone, CSI, and Precision color knowledge
- Composing garment spec, construction, and design detail comments.
- Product Lifecycle Management
- Adobe Photoshop, Illustrator, InDesign proficiency
- Regulating up-to-date techpacks to reflect accurate cost and material specifications in line sheets
- Maintaining streamlined communication between the studio and factories.

WORK EXPERIENCE

JOHN VARVATOS

New York, NY

Technical Design Assistant

January 2016– Present, *Freelance*

- Improved garment outcome by accurately recording technical specifications, evaluating garment fit, handfeel, tension, and construction for all John Varvatos Star USA and Collection knits and sweaters.
- Reported production standing to all teams by composing seasonal tracking charts, itemizing when fit samples were received, fitting and comment dates, pre-production sample, mock up, and TOP requests, and bulk approval.
- Reduced production errors by addressing construction issues, photographing garment details, and submitting sketched comments and reference samples to clarify desired quality and/or appearance to factories.

AÉROPOSTALE

New York, NY

Design Assistant: Color & Concept, PLM

April 2015 – December 2015, *Freelance*

- Simplified communication between designers, marketing, and production associates by converting all color, material, and fabric entries into material IDs for YuniquePLM database, accelerating time to market.
- Improved margins and advanced all development stages, from proto to buy sample, of Women's Heritage by regularly updating cost and quality details on line plans, color-by-style sheets, and techpacks.
- Aligned industry body, fabric, and color trends to devise brand-right seasonal color palettes and concepts that invite in the Aéropostale customer.

BLOOMINGDALE'S

New York, NY

RTW Specialist

October 2013 – April 2015

- Executed Theory merchandising strategies and customized product offerings per client at 59th street flagship; engaged customers and outpaced targeted sell-thru.
- Maintained exceptional compliance by diligently handling markdowns, return-to-vendors, damages, and job-outs, freeing money to purchase new fashion styles and replenishment.
- Piloted Fall/Winter '14 Trend Report for Y.E.S., Designer, and New View Collections at chief store Executive meeting, surveying in store fashion items and exploring how fashion trends help achieve the store plan.
- Awarded "'b' the Best: Rookie of the Quarter", February 28, 2014.

MOSCHINO

New York, NY

Wholesale Intern

September 2013 – November 2013

- Orchestrated harmonious looks during buyer and press appointments; maximized wholesale goals, positive client relationships, and representation of Moschino image.
- Managed inbound and outbound product shipments for Moschino 30th anniversary events, to ensure timely distribution and return of sample products.
- Consulted daily with Milan merchandising team to synchronize line sheets and map retail orders.

RACHEL COMEY

New York, NY

Production Intern

July 2012 – September 2012

- Ensured on time deliveries in production cycle by liaising between studio, factories, and merchants in supply chain.
- Purchased garment materials, prepared cut tickets, and assembled finished goods in accordance with retail buyer specifications.
- Exceeded anticipated shipment fulfillment; promptly responded to all retail orders and needs of factories.

ALICE + OLIVIA

New York, NY

Creative / Special Events Intern

July 2012 – September 2012

- Promoted Alice + Olivia brand message; visually staged Trade show Intermezzo, Magnum Icecream's "Summer Soiree" Social, Fashion's Night Out Rooftop Slumber Party, and the Spring/Summer '13 Fashion Presentation
- Reduced expenses negotiating cost and delivery logistics with prop vendors.
- Crafted environments for photoshoots posted onto alicelandolivia.com, style.com, and social media platforms: face book, instagram, twitter, tumblr, bringing the A+O world to life.

EDUCATION

SCAD: THE UNIVERSITY FOR CREATIVE CAREERS

Savannah, GA

BFA Fashion Design; Minor in Fashion Marketing & Management

September 2009 – August 2013

TR CUTTING SCHOOL

Milan, Italy

TR Basic and Advanced Pattern Master Classes

March 2012