

CHARNELL ALLEN

275 West 140th Street
New York, New York 10030
(954) 816-9864
charnellallen@aol.com

PROFILE

Versatile, creative, and motivated Apparel Designer with 14+ years' experience in women's career sportswear, outerwear, leather, dresses and retail stores. Experienced in trend analysis and concept presentation based on seasonal merchandising plan. Worked with licensee, collection, and private label development, successfully achieving overall product strategy and market trends while keeping the brand's aesthetic.

EXPERIENCE

GIII Apparel Group

New York City, NY

Design Director

July 2020 – Present

- Design Outerwear for Guess? LA Ladies Wholesale, Retail, and International
- Set the seasonal vision and direction in order to lead the design team in creating a multi-faceted collection for our customer base.
- Partner with Sales team to create initial sku plans for each category based on previous selling, projections and current trends.
- In partnership with Merchandising team developing impactful showroom presentation interpreting international/domestic concepts and trends as it relates to market demands, brand image and business strategy
- Assist Production in creating margin targets for each category that fits within the costing parameters and buy plan for target customers.

Head Designer

August 2015 – July 2020

- Design Outerwear and Bottoms collections for Karl Lagerfeld Paris.
- Direct all aspects of the design process which includes market research, mood, color palette, design, development, trim/fabric development, fit/specs and bulk production for all categories in outerwear and bottoms.
- Travel to China seasonally working with factories and vendors on current seasons' collection.

S. Rothschild & Co.

New York City, NY

Designer

September 2012 – August 2015

- Design Outerwear collections for Rachel Rachel Roy and French Connection.
- Prepare detailed tech packs for development and production (including trim sheets, print packages, and fit specs).
- Lead and conduct fit sessions of each sample on live models and ensure fit comments and corrections are communicated accurately to factories from prototype to bulk production.
- Communicate daily with multiple overseas factories on development status, approvals on all submitted trims, lab dips, and prints strike offs.

West Elm Dumbo

Brooklyn, NY

Assistant Store Manager

December 2011–September 2012

- Ensure the sales floor is adequately staffed from sales and service perspective while provide training/coaching opportunities.
- Support Visual Merchandising team by maintaining the integrity of the collection, ensuring appropriate product placement/flow and elevating visual displays.
- Utilizing product knowledge, company resources, and selling skills to provide a complete solution to any customer service issue.

Manchu New York

New York City, NY

Designer

September 2008-January 2011

- Designed women's outerwear, bottoms, and casual jackets for private label divisions.
- Extensive travel to various US retailers presenting development proto samples and fabrics for each season.
- Kept current with seasonal trends in silhouettes, fabrication, trims and embellishments by attending trade shows, fashion shows, and extensive retail shopping in US and Europe.

Sonia Papale

New York City, NY

Assistant Designer

April 2007 – June 2008

- Designed women's contemporary clothing; tops, bottoms, dresses and jackets.
- Directed patternmakers in accomplishing design leading to the supervision of garment development from prototype to manufacture.

Adidas Originals

New York City, NY

Assistant Visual Merchandiser

November 2004 – March 2006

- Daily styling of mannequins, creating displays and merchandising shops following company's' directive for each season deliveries.
- Provide team members training in product knowledge to drive sales and encourage customer satisfaction.

EDUCATION

Fashion Institute of Technology

New York City, NY

Fashion Design, Associate in Applied Science (AAS) December 2007

International Trade & Marketing, Bachelor (BS) Present

SKILLS

- Proficient in Microsoft Word, Outlook, and Excel
- Proficient in Adobe Photoshop, Illustrator, WebPLM
- Extensive knowledge of apparel construction, draping, flat pattern making, and a skilled seamstress
- Strong hand illustrations
- Fluent in Spanish