

Michael R. Tomczak

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Summary

20+ years in leading design direction & development with experience in trend forecasting, range development, manufacturing, retail and direct selling, working with the biggest brands and retail names globally.

Committed to brand awareness and continuity, passionate about design, an excellent communicator & leader; inspiring, organized, professional, decisive, flexible, and able to function in a corporate environment without losing sight of the product.

Founder/Creative Director

2015 The Trend Factory Ltd, London, UK

A fashion trend and product design consultancy for Men's, Women's, Children's and Home targeting mid to premium retailers developing clothing/home ranges from Asia to USA and Europe. We work closely with companies to identify customer profiles, establish range handwritings and provide unique product assortments that we develop with suppliers. Clients include large North America and South African retail groups.

Executive Director Global Trend and Design

2011-2015 Avon Cosmetics Ltd, NYC, Mexico City, Manila, London

Responsible for setting the global seasonal creative trend vision and directing the global product design for jewelry, accessories, lingerie, sleep wear, lounge wear and beauty accessories, as well as, the HOME categories; food storage, table top, kitchen linens & bedding. Worked directly with each regional office to support the execution of these assortments for market interpretation for all 122 countries.

- Embedded retail fashion development principles into the beauty direct selling model
- Managed an in-house global jewelry team and external designers including prints
- Successfully lead a change management strategy to move business from 'shopping with suppliers' to 'developing unique, trend right, beauty enhancing products'
- Responsible for a celebrity alliance collaboration, personally directing that process
- Acted as a Global Fashion Ambassador to support PR activation efforts globally including Santiago Fashion week sponsorship
- Featured in international fashion magazines, newspapers, blogs and TV as Fashion Expert
- Developed a Fashion and Home trend and design process that brought brand handwriting consistency to our markets
- Achieved commercial success across many fashion and home categories through 'concept to consumer' story telling
- Supported the development of the launch of a new premium brand for jewelry and accessories seeing it grow to +20mUSD in 2 seasons

Creative Director

2010-2011 Michael Tomczak Consultancy, London, UK

A fashion and product design consultancy for Men's, Women's, Children's and Home.

- Worked with retail and wholesale businesses to enhance and improve their assortment to help grow their revenue.

Design Manager

2005-2010 John Lewis Partnership, London, UK

Head of the design fashion studio overseeing the entire product development process for all JL own brand fashion ranges for Men's casual and contemporary, Women's collection, main range, lingerie, sleepwear, swimwear, accessories and Children's from Baby 0-2, 2-8, 8-13 years both boy and girl. Set strategic vision for each season, planning and executing critical paths to bring creative vision to selling floor.

- Managed, taught and directed a team of 21 with 10 sr designers, 3 asst, 6 students and 2 freelancers
- Directed and facilitated range development with 12 buying and merchandising teams
- Managed a budget in excess of 1.500K
- Responsible for £500+ million in annual sales across all areas (Men's £152m, Women's £300m, Kids £60m)
- Exceeded objectives to turnaround failing OB ranges which (at time of leaving) were beating market trends with double digit increases on 2 years
- Successfully established a fashion business with John Lewis with equal sales to HOME department
- Established and implemented a fashion product development process
- Liaised with global sourcing partners

Consultant Creative Director

2001-2005 The Bureaux, London, UK

- Creative Director, Austin Reed Men's and Women's UK, Hartmarx Women's USA, Galleria Men/women PO.
- Worked directly with the buying director to redesign men's and women's ranges in keeping with the re-branding strategy.
- Established a product profile presentation, explored and defined the AR heritage, determined what AR's "house style" is, outlined product attributes, planed key items and established benchmark questions.

Senior Design Manager, Dockers Men's Tops

1999-2001 Levi Strauss & Co., San Francisco, USA

- Responsible for the design and development of all Dockers® shirts for Classics, Outlets and Recode representing in total 6.5m units/\$90m.
- Established new shirt business with Recode® growing it to 700K units/\$8m.
- Managed, mentored & directed a team of 4-6 designers/assistants.
- Established seasonal trend direction creating color palettes and fabrics working with fabric sourcing teams.
- Presented seasonal trends to senior management and merchandisers, oversaw fits, garment construction and approved all sales samples.
- To ensure brand consistency worked closely with international affiliates and met with licensees.

Men's Private Label Design Manager

1997-1999 Target (Mervyn's Division), Hayward, CA, USA

- Responsible for the design and development of Cambridge Classics and High Sierra private label product including woven shirts, knits, sweaters, outerwear, trousers, denim, loungewear, underwear, furnishings and accessories representing \$1B.

Men's Wear Design Manager

1992-1997 British Home Stores, London, UK

- Responsible for outlining and implementing trends and designs for 8 men's product areas representing £150m.

Menswear Design Consultant

1992 Nigel French Ltd, London, UK

- Designed and presented sportswear product ranges for Autumn-Winter '93 and Spring- Summer '94 for Country Road Australia and Sears UK.

Head of Contracts

1988-1992 Design Intelligence Ltd, London, UK

- Created and managed ongoing private label collections for Marks & Spencer woven shirts via Welsh Margetson, Great Universal Stores catalog, Mitsoboshi Japan and Dunn & Co. UK.

Men's Casual Wear Designer

1986-1988 Gitano, New York, USA

- Designer responsible for cut/sew & knits/sweaters for the men's volume market.

Men's Active Wear Designer

1985-1986 Reebok, New York, USA

- Men's active wear designer launching Reeboks first US clothing line.

Assistant Designer

1982-1985 Tijuca by Laura Pearson, New York, USA

- Laura Pearson, Coty Award Winner. Assisted with running of showroom.

Education

1982-1985 Fashion Institute of Technology, New York, USA

- AAS Menswear Design
- International Wool Secretariat scholarship award '83,'84

1980-1982 Johnson & Wales College, Rhode Island, USA

- AAS Fashion Retail and Marketing

Other Experience

- Metropolitan Home Magazine Winner for Best Kitchen Design featured in January 1998 issue.
- Terrance Higgins Trust Emotional support volunteer. 1991-2006
- Appearance on '10 Years Younger' Commented on SS07 key catwalk trends and high street looks for January 2007 programme.
- Appearance on 'Trinny and Susanna Undress the Nation' Commented on Menswear trend and shopping habits for makeover show.
- Was featured in an 2002 article for Financial Times on travel for work
- Royal Society for the Arts, London, judge and project setter in conjunction with JLP, 2005-2010
- Set design projects and oversaw work for men's wear design students at Newcastle University 1996
- Taught Masters students at Instituto Marangoni, London campus 2011
- Designed and building an eco house in France
- Consulted in a charitable capacity with Oxfam Cambodia 2002
- Have extensive training in coaching, mentoring, performance management, and media training
- Hold dual nationality with both the United States and the United Kingdom
- Basic French

References are available on request.