



# Demond Johnson

Artistic Director Knitwear & Jersey

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Work Proficiency)

## About

Creative Women's, Men's and Children's Ready to Wear Designer with a focus in Knitwear (sweaters), Cut and Sew Jersey, and Soft Woven

Conception and the development of product that is both forward thinking and honest.

Specialties: - Concept, Design and Development

### BRANDS WORKED WITH

absolut cashmere

Absolut Cashmere Permanent

Asobio Full-Time

A|x Armani Exchange Full-Time

Calvin Klein Jeans Full-Time

House of deréon Full-Time

& Other Stories Full-Time

stella forest

## Experience



### ● Knitwear Consultant

stella forest | Now

### ● absolut cashmere | Aug 2021 - Now

I direct and manage the creative image and design direction of the brand.

### ● Artistic Director

Absolut Cashmere Permanent | Aug 2021 - Now

### ● Knitwear & Jersey Design Consultant

| Jun 2017 - Now

CLIENTS INCLUDE: TARA JARMON, GÉRARD DAREL, PABLO, NAF NAF  
Providing full-service trend, design, and development consulting.

### ● Knit Design & Product Development

& Other Stories Full-Time | Apr 2015 - Dec 2016

Knit Innovation & Trend development.

Worked locally and in Europe exploring and developing yarns, knit structures, swatches, and garments.

Identified and promoted business opportunities achieving better lead-times and cost efficiency.

Developed and managed a knit library as a sourcing tool, to archive, and reference new and past ideas.

Collaborated and provided knitwear support to the Paris, Stockholm, LA teams, and guest designers.

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### ● Knitwear Trend, Design & Product Development Consultant

| Mar 2015 - Apr 2015

Provided trend analysis, design, and development services for the H&M account.

Liaised between the New York and Shanghai offices providing research and development support.

Worked locally with factories to quickly address design and fit questions.

### ● Design Director

Asobio Full-Time | Sep 2014 - Mar 2015

Established seasonal concept, color, and product direction according to each collection's identity with the President and senior merchandising teams for Asobio Collection, Asobio White, and Asobio Hip.

Identified market opportunities and key trends to compete in Asia's fast fashion market.  
Managed seasonal budgets and calendars.  
Encouraged teamwork across design and merchandising teams through idea sharing.  
Managed a team of 14 designers.  
[see less](#)

- **Design Director**

A|x Armani Exchange Full-Time | Feb 2006 - Aug 2014

Worked with Mr. Giorgio Armani and the Italian and New York teams to harmonize the different Armani lines reinforcing the positioning of Armani Exchange domestically and Internationally.  
Partnered with the Vice President of Design creating business strategies and visual tools for both our domestic and international businesses.  
Worked with buyers and merchandisers from the various markets responding to their specific needs.  
Developed and managed calendars and workloads to effectively meet rigorous deadlines.  
Initiated fabric, yarn and silhouette development projects with the pre-production team and factories.  
Traveled regularly to Asia coaching, developing, and fitting multiple seasons.  
Managed and provided supportive leadership and mentoring to my 6 designers focused on talent development and retention.  
[see less](#)

- **Designer Women's Knitwear & Jersey**

| 2006 -

Designed and developed a commercial range of Womens knits and jersey product.

- **Designer Menswear**

| 2006 -

Consulted on design and development.

- **Woven & Jersey Designer-HOUSE OF DERÉON**

House of deréon Full-Time | 2005 - 2006

Launched House of Deréon and Deréon by Beyoncé and Tina Knowles.  
Designed and developed the woven and jersey collections.  
Aided with special projects for music videos and film.

- **Designer Tops & Activewear**

Calvin Klein Jeans Full-Time | 2003 - 2005

Worked closely with the head of Women's Creative developing concepts, trends, and color.  
Aided the Senior Designer with research, design, and the development of the woven, knits, jersey tops and active offering.  
Created and updated technical packages.  
Corresponded with domestic and international suppliers to ensure technical packages were interpreted correctly and samples were delivered on time.  
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## Education & Training

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1999 - 2003

- **Parsons School of Design**

bachelors of fine arts, Fashion Design