



Jennifer Gagne

Creative Director / Senior Activewear Designer

Paris, France

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Languages

English (Native)

French (Work Proficiency)

Chinese (Basic)

About

Contract Performance Apparel Design and Creative Direction

Specializing in Intimates, Activewear, Performance Outerwear, Athleisure and Swimwear

Early in my design career I had the opportunity to work as a Lead Designer for the Lululemon Lab leading a small group of junior designers and facilitating a successful collaboration with local influencers in the cycling community while managing the rigorous design and development cycle of the exclusive store collection.

I, then, moved on to parent company, Lululemon Athletica ,where I designed and debuted an innovative fully bonded, high support run bra collection, expanded the Ebb + Flow and Swiftly collections and designed “difficult to commercialize” products such as circular seamless, compression warp knits, and outerwear.

Since then I have been working in a freelance capacity designing and developing products for a variety of intimates and activewear brands globally including cult activewear brand Girlfriend Collective, Sundried Activewear, Elita, RYU, and the U.S. Ski Association. I have experience designing in CLO3D, using die-cutting, 3D printed trims and digital prints.

For the past 3 years I have predominately been focused on the Chinese activewear market where I have been working as a Chief Creative Officer for a mid-sized lingerie brand based in Shenzhen, China as well as designing a top-tier women's training collection for the popular footwear brand, XTEP.

In addition to my design work I have had the opportunity to work as a trend analyst for WGSN attending and reporting on Outdoor Retailer and SnowSports Industries America S15 and W15 seasons. As well, in 2014, I was called upon to audit the Without Walls S15 collection for URBN, Inc. (Urban Outfitters) providing technical and design related feedback to the executive. And finally, I have been able to mentor young designers as an instructor of design, textiles, illustration at John Casablancas Institute in Vancouver where I also assist building future course curriculum.

My online portfolio can be viewed at www.jennifer-gagne.com

Please feel free to contact me for access to password protected areas.

BRANDS WORKED WITH

- Jennifer Gagne Inc.
- John Casablancas Centers
- lululemon athletica

Experience



● Fashion Design Instructor

John Casablancas Centers | Sep 2015 - Jan 2024

Design Instructor - Final Collection Design, Textiles, Illustration, CLO3D, Adobe Illustrator and Fashion History

Worked to create a positive, professional and dynamic learning environment for students of all abilities alongside faculty.

Enhanced the educational offerings of an institution by developing compelling curriculum incorporating innovative software and technology.

Advised students to more clearly define and reach their personal and professional goals.

Trained course instructors.

● Senior Designer + Creative Director (Contract)

Jennifer Gagne Inc. | Oct 2012 - Now

Contract Creative Direction + Senior Designer

Specializing in Activewear, Intimates, Swim and Outerwear with various clients

SKILLS

- Responsible for creative direction, brand creation and lead design for new and existing brands with a focus on strategic market analysis and technical innovation.
- Successfully manage multiple clients and projects within consecutive and overlapping seasons and responsible for the design schedule ensuring a timely completion following the predetermined product development calendar.
- Specialize in designing long lead-time and hard to commercialize product such as high-support, moulded cup bras, engineered, seamless and warp knits, bonding, laser/die cut, 2L + 3L outerwear, swimwear and intimates including trims, hardware, textile print, and branding design including product packaging and labelling.
- Art direct and provide photographic styling for print catalogue and online marketing materials as well as provide feedback on store design, merchandising and web design.
- Trend forecasting and reporting on colour, category, fabric and innovation trends for UK-based trend forecasting website WGSN.
- Train, manage and mentor a team of junior and senior design staff.
- Developed custom merchandise programs for Major Accounts and facilitated sales with National Sales Manager, Purchase Manager, sales representatives, and buyers.
- Clearly and precisely communicate with clients, executive, local and offshore sample sewers, merchandisers, and vendors as well as work cross-functionally with garment developers, raw materials developers, consultants, sourcing and brand to execute technical and specialized product
- Complete creation of technical specification packages and WIP management for both domestic and overseas production including full measurement table, size range analysis and grade rule development, illustrated construction libraries, trims libraries, ISO reference files, fit and pattern adjustment feedback, Bill of Materials creation
- Participate in marketing strategy meetings to expand customer base and increase product offerings to current clientele through market analysis, sales analysis and brand profiling
- Worked closely with mills to design innovative, custom fabrications for Girlfriend Collective, Lingerie Athletics and Cotton Inc.
- Buying and store management including motivating sales staff and streamlining current and incoming inventory flow to improve cash flow management and meet monthly sales goals

NOTABLE PROJECTS:

APR 2019 – FEB 2021 XTEP CHINA

Design Director for XTEP Women's Training over 6 consecutive seasons working with in-house development team to introduce 3L soft-shell, down/insulated, bonded quilting, moulded sports bras, seamless knitwear and bonded compression knits

AUG 2017 – AUG 2020 HUIJIE GROUP

Chief Creative Officer of a new brand under the LANGERIE intimates label which included full branding, market direction, consumer analysis, product design, and art direction of all marketing materials

2015 / 2016

GIRLFRIEND COLLECTIVE

Partnered with owners Quang and Ellie to develop brand concept, design and develop the initial collection working with local and overseas patternmakers and sample sewers, sourced manufacturing, developed proprietary eco fabrics.

2014 / 2015 WGSN

2014/15 SnowSports International and Outdoor Retailer Trade show coverage providing both micro and macro trend analysis and identifying the freshest brands and product at the show.

2012 - 2017 PLATFORM PRODUCT DESIGN AGENCY

Worked collaboratively on a small team as a contract senior designer for the agency which was specialized in outerwear and outdoors products and expanding into activewear and intimates.



● Assistant Designer (lululemon athletica)

lululemon athletica | Apr 2012 - Oct 2012

Associate Designer for "TRIPOD" (Triathlon and hard to commercialize products) department

NOTABLE PROJECTS:

Designed a full revamp of all intimates by launching the Light As Air and Mula Bandhaweare lines using ultra-fine denier Japanese fabrics, adopted.

Commercialized a 5 year "in-the-making" bra from the Innovations department and designed an innovative, first in the world collection of medium to high support, fully bonded & moulded bras using warp knit EuroJersey fabrics

Relaunched swimwear using all Italian produced EuroJersey fabrics with bonded and free cut finishes - first in the world bonded swimwear.

Expanded the top selling Ebb+Flow and Swiftly seamless collections.

Partnered with local cycling influencers to design a commuter cycling collection well as co-designed and developed a full Road Cycling Kit to rival the lululemon + Specialized TM collaboration



● Lead Designer (lululemon LAB)

lululemon athletica | Mar 2011 - Mar 2012

The lululemon Lab was a conceptual space where designers were challenged to partner with the community to create core and capsule collections using lululemon's proprietary fabrics and construction technology.

Monthly drops were created using our in-house manufacturing facility. Products were designed, fit and patterns revised on the sales floor which served as a collaborative space between members of the yoga and athletic community and designers. Often lab designs would be added to the mainline of Lululemon products such as the high-waisted cycling legging that I designed which went on to become the top-selling Align Legging.

I was happy to be given the opportunity to lead a small team of designers providing feedback on design and construction as well as collaborating with the production and prototyping team to ensure the products delivered on time.

Fabric Sourcing, Patternmaking, Fittings, Collaborative Projects, Leading Design Meetings, Creative Direction, Design, Project Management.

Education & Training

2007 - 2010

● Vancouver Community College

Diploma, Fashion Arts

2003 - 2005 ● **Langara Community College**

Associates Degree, Humanities + English