



# Alexandre Plokhov

Head of Design

📍 New York, NY, USA

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## Links

[Website](#) [LinkedIn](#)

## Languages

English (Native)

Italian (Work Proficiency)

French (Basic)

Russian (Native)

## About

Alexandre Plokhov is an internationally recognized design professional with an extensive track record working for global luxury and contemporary brands. Mr. Plokhov has a high level of competency in the following areas:

- Comprehensive creative vision with unique and recognizable signatures across all product categories
- Firm grasp of creative/design process from concept through development to production
- Well-developed sense of emerging trends in design, color palette and technology
- Proficiency in cross-disciplinary team management and mentoring in order to nourish talent, esprit de corps and synergy
- Expertise in creating business, marketing and merchandising strategies

### BRANDS WORKED WITH

Alexandre Plokhov LLC

Cloak Designs LLC

Fast Retailing

HELMUT LANG

Nomenklatura Studio LLC

Versace

## Experience

### ● Design Director/Creative Director

Nomenklatura Studio LLC | Feb 2018 - Now

As A Design and Creative Director of Nomenklatura Studio my work consists of, but is not limited to:

- Leading all aspects of design and development of direct-to-consumer apparel and footwear brand
- Creative direction of brand communication via all media channels
- Overseeing line planning, assortment and merchandising
- Guiding material and accessory sourcing



### ● Guest Designer

Fast Retailing | Jan 2014 - Oct 2014

I designed Capsule Collection collection for men, women and children titled "Urban Sweats" resulting in sales of 2.5M Units.



### ● Menswear Design Director

HELMUT LANG | Feb 2013 - Jan 2017

I relaunched Helmut Lang Menswear, hiring and leading a team of 15 achieving distribution to over 350 points of sale worldwide.

As Design Director, Menswear my work consisted of, but was not limited to:

- All aspects of Research, Design and Development of 4 Seasonal Collections including Outerwear, Cut-and-Sew, Sportswear, Leather, Accessories and Footwear.

Additionally, during my tenure, I created the following:

- Helmut Lang x Travis Scott Capsule Collection
- Helmut Lang Women's Athleisure Collection
- Helmut Lang Perennial Collection of wardrobe staples

### ● Creative Director

Alexandre Plokhov LLC | Feb 2010 - Oct 2015

As A Creative Director of Alexandre Plokhov LLC my work consisted of, but was not limited to:

- Leading an international design and development team under a manufacturing license agreement
- Creating seasonal men's and women's collections consisting of sportswear, tailoring, cut-and-sew, footwear and accessories
- Presenting and marketing Collections in Paris and Milan
- Spearheading all channels of brand communications



## ● **Menswear Design Director Runway Collection**

Versace | Mar 2007 - Feb 2010

As a Design Director, Menswear Runway Collection my work consisted of, but was not limited to:

- All aspects of Research, Design and Development of 2 Seasonal Runway Collections including Outerwear, Cut-and-Sew, Sportswear, Leather, Accessories and Footwear,
- Staging, Concept Development, Press Briefing for 2 annual Runway Presentations

## ● **Creative Director**

Cloak Designs LLC | Oct 1999 - Feb 2007

As a Creative Director of Cloak Designs LLC my work consisted of, but was not limited to:

- Creating seasonal collections consisting of sportswear, tailoring, cut-and-sew, footwear and accessories
- Leading an international design and development team of 6
- Designing and operating a Cloak boutique in New York
- Presented and marketed the line in Paris
- Leading art direction, casting, styling and set design of runway presentations