



Isaias Ponce

Menswear Fashion Designer at AEROPOSTALE

New York, NY, USA

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Languages

English (Native)

Spanish (Native)

French (Work Proficiency)

About

I love menswear design and all that it entails, excitement is what I bring to the team table- so lets work together!

A love for fashion and creating great product has been in my DNA since I was a child sketching clothes almost daily and customizing my own wardrobe however I could. I now do this as my profession and its a blessing everyday!

I am a Menswear fashion designer based in New York City. With an on going 8 years experience designing for contemporary and young adult fashion markets. My focus in design is woven categories and growing.

In my experience I have been lucky to design collections for the International Woolmark Prize, Ready-to-Wear, musicians/athletes, and now mass market global brands. All of which have fine tuned my design eye to create great proven to sell product.

My job with any team I work with is first to see the greatness it has to offer and further build the design DNA from there, helping it grow and become the best it can be.

After the hard work is done- seeing people wear it all over NYC and social media- is by far the biggest reward.

BRANDS WORKED WITH

Aéropostale

CHRISTOPHER SHANNON

Rochambeau

Experience



● Menswear Designer

Rochambeau | May 2016 - Nov 2018

As designer for the brand I overviewed from concept to development of Rochambeau's: mainline, core basics, and capsule collections; ensuring creative directors vision for the season was met. Creatively lead and worked with design and production team towards development of a fashion focused contemporary range that gained respect of fashion critics and shown increased profitability of the brand.

DESIGN

- Designed and developed fashion: outerwear, wovens, trousers, and show pieces for both men and women.
- Designed capsule collections and exclusives for in-store and online retailers.
- Worked with sales team to design into and redevelop high selling styles. Gained understanding customer markets and retailer needs worldwide.
- Trend forecasted and design researched based off creative direction for the season.
- Attended fit meetings and worked with pattern makers to realize silhouettes.
- Worked closely with sample rooms to ensure proper construction, quality standards, and delivery dates were met for new season samples.
- Responsible to source, develop, order, and manage trims for the season.
- Attended trade shows, met with fabric mills, and helped to source manufacturing needs.

LOGISTICS / PRODUCTION

- Managed e-commerce on Rochambeau website and partner retailer Farfetch. Increased profitability of the brand and sell through of all inventories.
- Worked with sales team and retailers to coordinate timely shipping of goods and collection of monies.
- Assisted the production manager to oversee domestic and international factories on communications, delivery deadlines, resolving issues, and

maintaining quality standards.

-Further developed brand's: outerwear, trousers, and wovens product ranges prior to going into production for the season, ensuring any faults or fit issues were corrected.



● Studio Assistant

CHRISTOPHER SHANNON | Oct 2013 - Jan 2015

Studio assistant for all areas of the brand including Christopher Shannon ready-to-wear, KIDDA Christopher Shannon, and special collaborations.

-I worked closely with the pattern cutter on all patterns including: alterations, drafting, manual grading, and production patterns. -Personally selected to source trims via the direction of the designer for production. -Responsible to cut, machine, and finish toiles and selected samples. -Responsible to set up showrooms ensuring effective presentation of collections.



● Designer Menswear

Aéropostale | Nov 2018 -

I am in charge of designing from concept to development Aeropostale's Mens: outerwear, woven bottoms, and swim. Designing trend right product for the ever evolving- always stylish Gen-Z customer. I take great pride in further defining the brands design DNA.

Education & Training

● Regent's University London

Bachelor of Arts (B.A.),