

KRISTINN SIGRIDARSON

380 Essex Avenue, Bloomfield NJ 07003 - 1 973 517 3777 - ksteinar@gmail.com

Summary

Entrepreneurial and results driven executive, with over 30-years of leading industry expertise and strong track record of performance.

A passionate creative leader with a strong vision, who is able to execute complete collections, from concept to completion.

Able to identify and drive trends with an elevated taste level, excellent print and color aesthetic and eye for details quality and fit.

A strategic thinker who is able to retain a big picture view.

A diverse career with professional strength in wholesale, vertical and direct to consumer retail.

A dynamic and proactive team leader committed to building relationships internally and externally.

Skills

- Global experience in product development across multiple classifications and price points.
 - Concept creation, mood boards, seasonal planning and merchandizing.
 - Strong understanding of sourcing and costing.
- Excellent technical skills, high-level understanding of garment construction and fit.
- 20 plus years of overseas travel for sourcing, trend spotting and inspirational shopping.
 - Fabric and yarn development experience in Europe and Asia.
 - Knowledge and experience in wovens, knits and sweaters.
 - Budgets, financial planning and team management.
- Sales & marketing oriented with experience in digital media marketing.
- Process and Technology oriented, proficient in Photoshop and Adobe Illustrator.
- A strategic thinker; analyzes, understands, and anticipates market and industry trends.

EXPERIENCE

ANJALI

March 2009 to Present

CEO & Co-Creative Director

Co-founded the company as a financing partner in 2006 & joined the company as CEO in 2009.

- Oversee and direct all business management and operations.
- Set annual financial budgets and business plan.
- Develop seasonal sales & merchandising plan.
- Work with the sales team on seasonal planning and strategy.
- Meet with key retail accounts to present seasonal collections.
- Oversee Web Store and all online content, creative and digital advertising.
- Develop seasonal concepts, select colors, fabrics and prints with co-creative director.
- Supervise and coordinate sample room operations and production.
- Supervise fittings and sign off on all fit approvals.

Marist College

August 2013 to June 2014

Adjunct Professor

**Worked with the Senior class as they developed their Final Graduation Thesis.
A two-semester class that culminated in the Silver Needle Runway Presentation.**

THE JONES GROUP

April 1998 to March 2009

Design Director Woven - Jones NY Collection

March 2006 to March 2009

Recruited in-house to work on updating and modernizing the main Career Collection

- Directed and managed a design team of ten in execution of product development.
- Developed with the design team, seasonal design direction and concepts.
- Developed with the design team colors, fabrics and prints.
- Supervised fittings and signed off on all fit approvals.
- Worked with the sales and merchandising teams on seasonal planning and business strategy.
- Presented to buyers during seasonal previews and strategy meetings.
- Traveled internationally for sample development, trend shopping, and fabric shows.

Design Director Woven – AK Anne Klein

September 2003 to March 2006

Recruited in-house to design the AK Anne Klein collection after Anne Klein was acquired by Jones.

Doubled the annual turnover within the first year to over \$100 Million

- Directed and managed design team of eight in execution of product development.
- Developed with the design team, seasonal design direction and concepts.
- Developed with the design team, colors, fabrics and prints.
- Supervised fittings and signed off on all fit approvals.
- Worked with the sales and merchandising teams on seasonal planning and strategies.
- Presented to buyers during seasonal previews and strategy meetings.
- Traveled internationally for sample development, trend shopping, and fabric shows.

Design Director – Rena Rowan.

April 1998 to September 2003

Recruited to update and modernize the collection as well as creating a distinct Brand identity.

- Directed and managed design team of fourteen in execution of product development for knits and woven.
- Developed Seasonal direction and concepts.
- Developed with my design team colors, fabrics and prints.
- Supervised all fittings and signed off on all fit approvals.
- Worked with the sales and merchandising teams on seasonal planning and strategies.
- Presented to buyers during seasonal previews and strategy meetings.
- Traveled internationally for sample development, trend shopping, and fabric shows.

FREELANCE CONSULTANT

April 1997 to March 1998

Designer

- Designed collections for Gruppo Americano on a freelance basis.
- Worked as a design consultant for I.N.C. a division of Macy's, as well as for Limited Stores.

CASUAL CORNER GROUP INC

April 1996 to June 1997

Senior Designer – Ready to Wear

Recruited to join the New York City design team, after the retail chain was acquired by Luxottica.

- Designed five collections annually.
- Worked with merchants and planners on merchandising strategies and product flow.
- Worked with the color department on monthly color flow to ensure a cohesive flow.
- Worked with fabric department, developing fabrics and prints fitting each delivery window, merchandising plan and regional needs.
- Worked with outside vendors, developing products to merchandise with the in-house collection.
- Supervised fittings for both direct and non-direct products.
- Traveled internationally for sample development, trend shopping, and fabric shows.

KTF INC

January 1995 to April 1996

Partner – Creative Director

Co founded the company along with two colleagues from Gillian

- Developed Seasonal direction and concept.
- Developed all colors, fabrics and prints.
- Directed and managed design staff in execution of product development for knits and woven.
- Supervised and coordinated sample-room and production department.
- Supervised fittings and signed off on all fit approvals.
- Presented to buyers during seasonal previews and strategy meetings.
- Developed special product and private label for such stores as Neiman Marcus, Saks 5th Avenue and Bloomingdale's.
- Traveled internationally for sample development, trend shopping, and fabric shows.

GILLIAN

March 1990 to January 1995

Designer

Hired as Kay Unger's assistant and rose to become head designer before my departure in 1995

- Developed with Creative Director seasonal collections of sportswear, dresses and suits.
- Developed with design team colors, fabrics and prints.
- Supervised and coordinated sample room.
- Supervised fittings.
- Presented to buyers during seasonal previews and strategy meetings.
- Developed special product and private label for such stores as Neiman Marcus, Saks 5th Avenue and Lord & Taylor.
- Traveled internationally for sample development, trend shopping, and fabric shows.

EDUCATION

PARSONS SCHOOL OF DESIGN - New York, NY

Bachelor of Fine Arts in Fashion Design - 1990