



At Manhattan Beachwear, I developed a suite of brand collateral for the iconic surf-and-lifestyle label Hobie, translating its beach heritage into modern, retail-ready graphics and marketing assets. This page reflects the range of work produced—from an editorial-style swim poster with warm, sun-washed photography and subtle ornamental overlays, to a coordinated system of hangtags and stickers that carried Hobie’s signature script across multiple seasonal looks. I designed these pieces to feel collectible and authentic to the brand’s coastal DNA, using ocean imagery, tropical cues, and a fresh palette (seafoam, aqua, sand neutrals, and punchy neon accents) to reinforce a youthful, energetic point of view. The collateral system was built for consistency across channels—on-garment trim and packaging, in-store presentation, and promotional marketing—so the consumer experienced the same Hobie story from first impression to final purchase.

