

While at Loomworks Apparel / P.J. Salvage, I developed private-label capsule collections for Charlotte Russe that translated a bold, international rock 'n' roll / punk-princess attitude into wearable lounge, sleepwear, and intimates. The assortment mixed fitted tanks and raglan tops, a lace-trim slip, wide-leg lounge pants, and coordinating bottoms, driven by high-contrast black/white/hot pink color stories and statement graphics—guitar motifs, neon-style typography, and bold placement screen prints—paired with energetic all-over patterns such as stripes, plaids, stars, and novelty icon prints. The result was a fashion-forward, high-impact capsule designed for Charlotte Russe's customer: edgy, youthful, and trend-right, with clear set dressing and graphic storytelling that read instantly at retail.

*Charlotte Russe*

