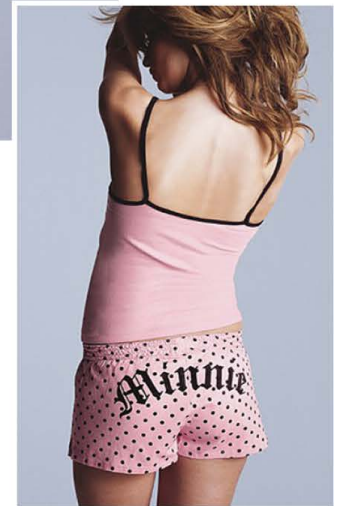


PUNK MINNIE

"PUNK MINNIE" was a capsule within my broader Walt Disney Signature loungewear and sleepwear program, developed to fuse Minnie's iconic charm with a fashion-forward, punk inspired attitude. The assortment featured coordinated jersey separates—including a raglan top with contrast sleeves, thermal pant, cami, and twill short built around bold Minnie graphics, gothic logotype, and strategic embellishment placements screen print and back embroidery for strong catalog read and merchandising cohesion. This capsule was featured in the Victoria's Secret catalog, demonstrating the program's ability to translate licensed character storytelling into a premium, editorial retail environment. To the best of my knowledge, this was a rare, if not singular instance of Disney apparel appearing within a Victoria's Secret catalog, underscoring both the uniqueness of the placement and the elevated design execution of the collection.



VICTORIA'S SECRET



100% Cotton Jersey



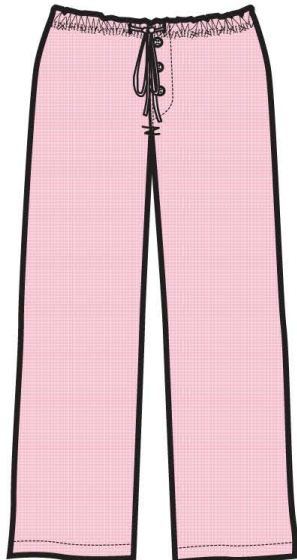
DPM-RT

Back Emb.



Cotton / Lycra Jersey

DPM-CLC



DPM-STP Thermal



Back Screen Print



DPM-TB Twill



VICTORIA'S SECRET

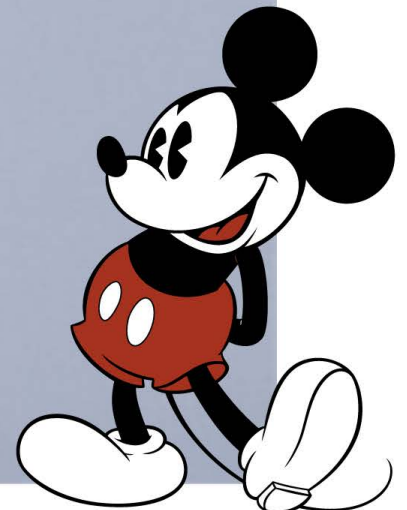


DMR-CT



DMR-TP

Tops : Cotton Single Jersey
Pant : Twill Colors: White, Pink and Blue



© WALT DISNEY

MR. MICKEY

Michael Newberry's Portfolio: Womens sleepwear and loungewear



VICTORIAS SECRET



MR. MICKEY

Mr. Mickey was a fashion-led capsule within my broader Walt Disney Signature women's sleepwear and loungewear program, designed to translate Mickey's heritage iconography into an elevated, department-store-ready assortment. The collection paired clean, modern silhouettes—graphic tees, fitted tanks, and coordinated lounge pants—with a controlled palette (classic white/black/red and seasonal color updates) and a mix of placement graphics and all-over character prints to create strong set dressing and high-impact catalog photography. This capsule was showcased in the Victoria's Secret catalog and distributed broadly across premium retail, including Macy's, Bloomingdale's, and specialty boutiques nationwide (as represented in this portfolio segment). The result was a licensed program that read as contemporary women's fashion—playful, recognizable, and commercially scalable—while maintaining a polished, editorial finish appropriate for top-tier accounts.

DMR-LS



DMR-C



DMR-TP



DMR-TP



VICTORIAS SECRET





Disney Signature
by P.J. Salvage
White cotton print tee, 28.00.
Pink cotton print capri pant,
36.00. Both s,m,l, imported.

This page captures the fashion momentum behind my Walt Disney Signature “Vintage” loungewear direction—positioning classic Disney characters as heritage iconography rather than novelty sleepwear. By pairing clean placement graphics and retro print attitude with elevated fabrication and trim, the collection aligned with the era’s broader high/low, pop-culture fashion trend. The program’s commercial credibility was reinforced through editorial and trade press coverage highlighting strong market reception and buyer interest. Press visibility supported wider placement across major department stores and specialty accounts, strengthening perceived value at retail. The result was a licensed capsule that read as modern, collectible, and fashion-forward, backed by third-party validation.



Mickey Mouse
à 75 ans, l'occasion idéale
de concevoir la mode pour
célébrer son mythe en guise
de cadeau d'anniversaire.
450 T-shirts à son effigie et
en édition limitée sont en effet
offerts à des personnalités
françaises, tandis que des
statues de Mickey customisées
par des artistes seront
vendues au profit d'œuvres
caritatives. À Paris, c'est
chez Colette que ça se passe
avec, dans la boutique,
quelques exemplaires du
T-shirt, et, en outre,
une exposition de certaines
des statues. (SR)