



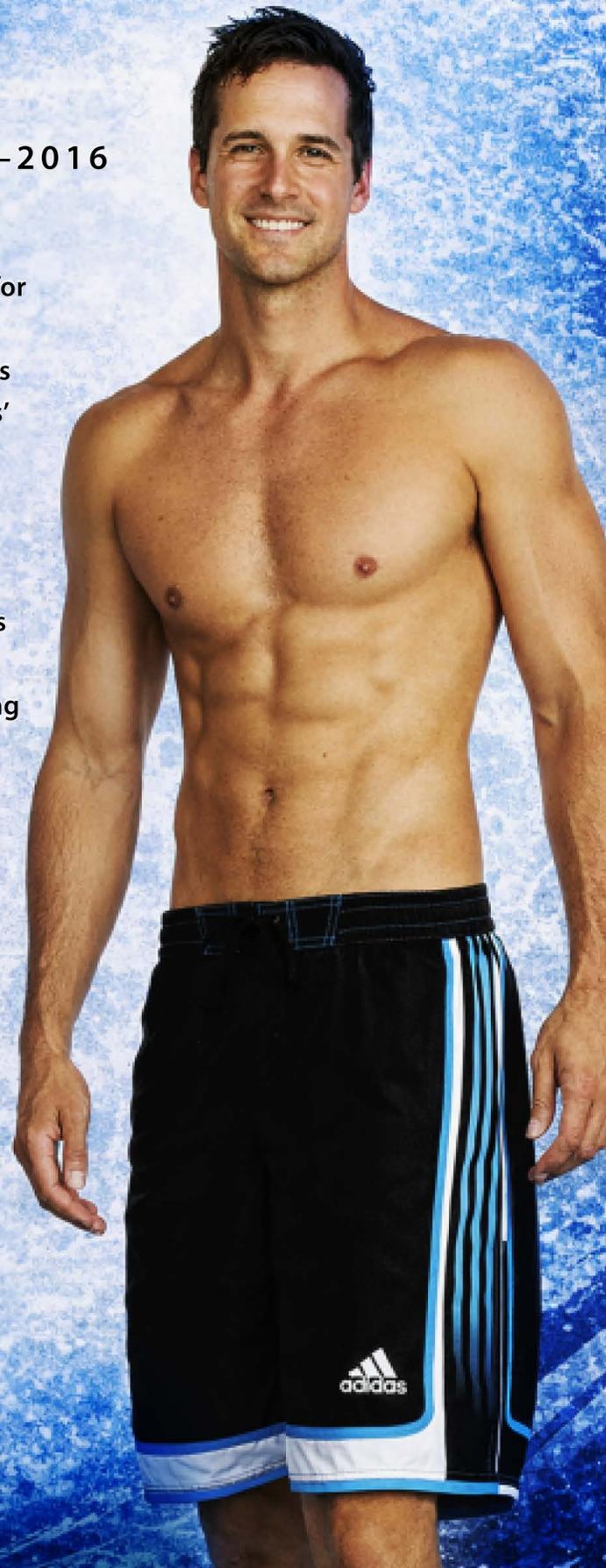
ADIDAS Mens Beachwear 2010-2016

While at Manhattan Beachwear, I led the design and launch of the first season of ADIDAS Mens Beachwear in 2011, establishing the foundation for the brand's U.S. mens beachwear category.

I continued as the sole designer for ADIDAS Mens Beachwear across five years, expanding into Boys' programs, in addition to seasonal collections for key retail accounts. I maintained full creative ownership from concept through production, building cohesive seasonal assortments aligned with ADIDAS performance and lifestyle standards while supporting major retail partners including Kohl's, Costco, Bloomingdale's, and Dick's Sporting Goods.

Key Contributions

- Designed and launched the inaugural ADIDAS Mens Beachwear collection - U.S. market.
- Sole designer for Mens and Boys Beachwear programs
- Designed and Developed all apparel design, textile prints, engineered stripes, and graphic systems
- Develop color palettes, and seasonal color stories aligned with ADIDAS season brand direction
- Tailored assortments and SMUs for major retail accounts
- Led fit sessions and partnered with pattern makers to refine construction and proper fit.
- Produced concept boards, sales materials in addition to line guides and presented collections to buyers
- Oversaw development from concept through sales samples and final production





M E N S B E A C H W E A R

adidas



Front



Back



Left Side



Right Side





M E N S B E A C H W E A R





M E N S B E A C H W E A R

Core ADI
AM41722



RED

B Stripes
AM41922



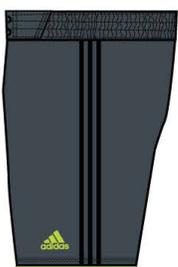
NVY

B Stripes
AM41922



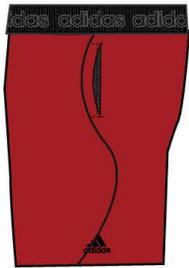
SLV

Core ADI
AM41722



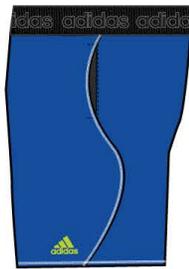
GRY

Ali
AM41822



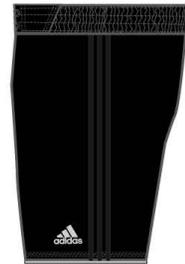
RED

Ali
AM41822



BLU

Core ADI
AM41722



BLK

FS Crossover
AM43224



ACL

B Stripes
AM41922



RED

Core ADI
AM41722



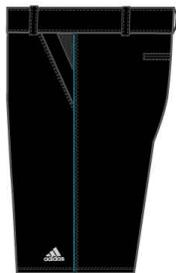
BLU

Tech S
AM42124



SLV

FS Crossover
AM43224



SKY

Digital V
AM42822



RED

B Stripes
AM41922



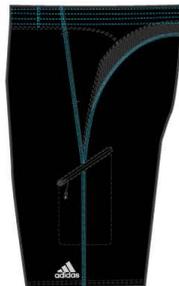
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FS Crossover
AM43224



SLV

Tech S
AM42124



SKY

Rasta
AM42324



MLT

B Stripes
AM41922



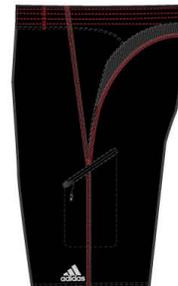
SKY

FS Crossover
AM43224



BLK

Tech S
AM42124



RED

Rasta
AM42324



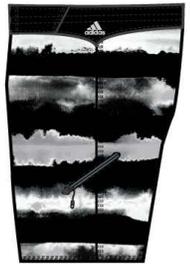
MLT

Water Stripe
AM43124



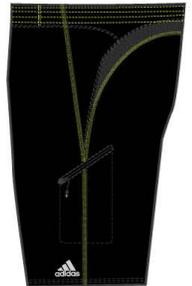
BLU

Water Stripe
AM43124



SLV

Tech S
AM42124



ACL

MENS BEACHWEAR



TUR



Front



Back



Left Side



Right Side



BLK



RED



GMT



ARM



NAV