

# 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



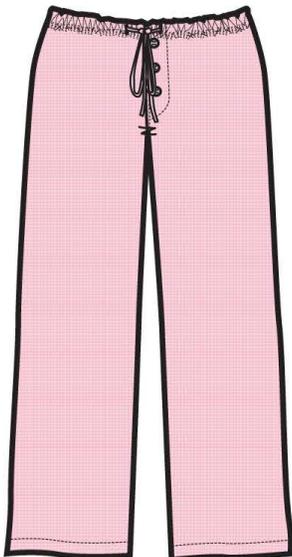
DPM-RT

Back Emb.



Cotton / Lycra Jersey

DPM-CLC



DPM-STP Thermal



Back Screen Print



DPM-TB Twill



VICTORIA'S SECRET

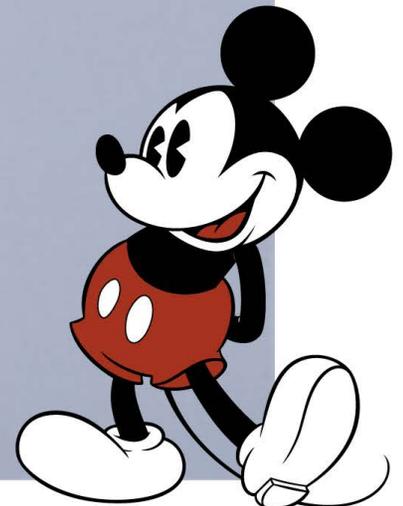


DMR-CT



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

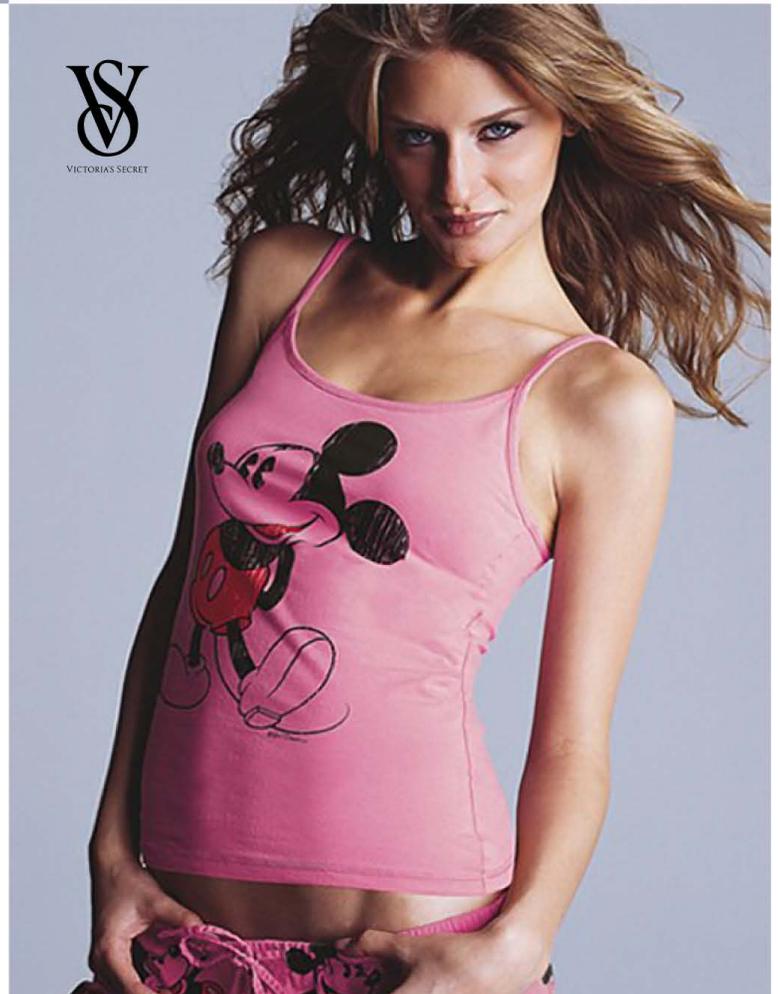


DMR-TP

DMR-TP



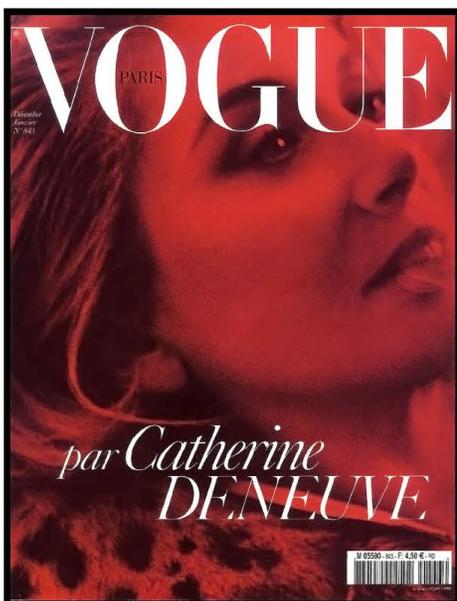
VICTORIAS SECRET





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)



# TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS

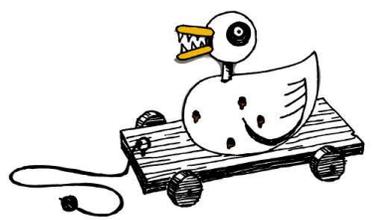
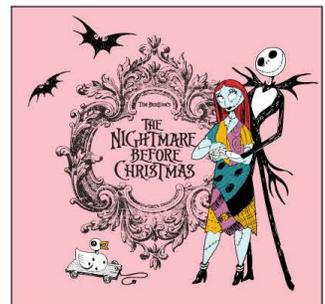
As Design Director/Designer on the Disney Signature program at Loomworks / P.J. Salvage, I created a Tim Burton's The Nightmare Before Christmas capsule that translated the film's gothic-romantic Halloween-to-holiday aesthetic into fashion-forward sleepwear and lounge sets for Disney retail. The assortment combined bold Jack Skellington placement graphics (tees and layered raglan silhouettes) with coordinated all-over-print lounge pants in both high-contrast black/white and softer pink/black colorways for strong, giftable set merchandising. The Nightmare Before Christmas (1993) follows Jack Skellington, the Pumpkin King of Halloween Town, whose obsession with Christmas sparks a darkly whimsical collision of spooky iconography and festive charm—captured in the capsule's collectible graphic storytelling.



**Haunted Bracelet**  
Ghoulishly fun. Lobster clasp.  
7 1/2"L x 3/8"W. Metal.  
Imported.   
Was \$24.95  
#57399-F75 Now \$19.99

**PJ Sets**  
Spooky sleepwear with  
100% cotton knit tops and  
flannel bottoms for him  
and her. Screen art. Imported.   
Men's S, M, L, XL, XXL  
Was \$29.95  
#57284-F75 Now \$24.99  
Misses S, M, L, XL, XXL  
Was \$29.95  
#57283-F75 Now \$24.99

**Double Layer Tee**  
100% cotton. Imported.   
Misses S, M, L, XL, XXL  
Was \$24.95  
#57338-F75 Now \$19.99



# Disney

# Pirates of the Caribbean

As Design Director/Designer on the Disney Signature program at Loomworks / P.J. Salvage, I developed Pirates of the Caribbean release capsules that translated the franchise's dark, cinematic pirate iconography into fashion-forward mens and women's lounge and sleepwear. The assortment balanced bold skull-and-crest placement graphics on tees and tanks with coordinated all-over motifs and stripe-based lounge pants, building clear set stories across charcoal/seafoam tones and softer pink/black options for strong gifting and retail read. The result was a licensed capsule with authentic attitude—graphic, collectible, and commercially merchandised for Disney retail and resort channels.

