

ALEXANDER RICHARDSON

CURRICULUM VITAE

ABOUT



I've been a designer for as long as I can remember. Creativity is in my DNA—rooted in a family of makers, engineers, and artists. My father, a machinist, raised me in his CNC shop, where I learned precision and problem-solving. My mother, a seamstress, taught me the art of textiles and construction. These influences shaped my ability to turn ideas into tangible products from a very early age.

My first designs were of superheroes and monsters—complete with apparel and equipment. From there, my passion for product design grew. I was fortunate to come of age alongside the internet, gaining fluency in digital tools while balancing hands-on experience with fabrication. Outdoor sports like motocross, skateboarding, and hiking deepened my understanding of performance gear and the real-world demands placed on apparel and equipment. This would go on to become the driving motivation for my career.

With over 20 years in the industry, I've dedicated my life's work to building innovative, functional, and culturally relevant products. Apparel is more than clothing—it's an ecosystem of design, technology, and storytelling. As the industry evolves, I'm focused on the future: leveraging ultramodern design tools, new sustainable materials, and advanced manufacturing to create meaningful solutions.

Looking ahead to 2025 and beyond, my mission is to drive impactful change in the apparel industry—through blending technology, creativity, and cultural insight to shape what's next.

CORE SKILLSET

Creative Direction • Brand Strategy • Product Design + Development
Manual Apparel Construction – Designing, Drafting, Cutting, Sewing
Marketing + Business Development • Public Relations • Innovation
Digital Toolkits • Generative AI • Photography + Videography
Client + Stakeholder Management • Negotiations • Networking

LANGUAGES

Spanish • Intermediate
French + Polish • Basic

CONTACT

ALEXANDER@RICHARDSON.WORLD • WWW.RICHARDSON.WORLD
PORTLAND OREGON USA • +1.424.281.8878

PROFESSIONAL EXPERIENCE

Richardson International

Remote + Worldwide
Founder, Creative Director

2003 – 2025

Leading artistic + strategic direction across multiple brands and channels
Directing creative teams through physical + digital product development
Creating brand-specific advertising campaigns utilizing rich social media
Launching new projects via web / social media + brick / mortar retailers
Innovating across creative disciplines + focusing on the future of design

TECHUNTER Magazine

Paris, France
Head of Marketing

2022 – 2024

Building creative marketing strategies to increase global readership
Creating innovative pricing structures to exceed annual income goals
Leading a global communications team to successful activations
Improving audience diversity, brand awareness + outreach efforts
Developing best practices in event planning, subscriptions + loyalty

Warriors Choice Foundation

West Palm Beach, Florida
Creative Director, Brand + Product

2021 – 2024

Developing new brand identity, art direction, marketing + products
Creating impactful advertising campaigns (physical + digital)
Leading a team of designers across web, graphics + apparel
Developing new business relationships + brand collaborations
Exploring growth opportunities in philanthropy & veterans affairs

CONSULTING + ENGAGEMENTS

Arcteryx – Design Direction – Visual Merchandising
AVNR MFG – Creative Direction – Outdoor Gear + Equipment
Coach – Design – Special Projects + Gifting
ESP – Creative Direction – Luggage + Travel
G:Star Raw – Marketing – Men's Denim + Apparel
Marc Jacobs – Design Direction – Men's Accessories
Sterling Ruby Studio – Design Direction – Accessories
The Hundreds – Marketing & Sales – Streetwear
Warren James – Creative Direction – Branding
Wilson – Design Direction – Sports Equipment

ACADEMIC EXPERIENCE

FIDM / Fashion Institute of Design & Merchandising
San Francisco, California
Major – Fashion Design

2006 – 2008

SRJC / Santa Rosa Junior College
Santa Rosa, California
Major – Graphic Design

2003 – 2005

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TECHUNTER MAGAZINE

Marketing
Creative Agency
Paris FR
2022 - 2024
Pages 04-11



AVNR MFG

Creative Direction
Outdoor Gear + Equipment
Portland OR
2020 - 2023
Pages 12-18



STERLING RUBY STUDIO

Design Direction
Fashion + Accessories
Los Angeles CA
2018 - 2019
Pages 19-26



ESP

Creative Direction
Luggage + Travel
Austin TX
2018 - 2019
Pages 27-35



COACH

Design + Management
Special Projects
New York City NY
2014 - 2017
Pages 36-49



AVENIR

Creative Direction
Skateboarding
Newark NJ
2013 - 2016
Pages 50-58



EXPLORING FUNCTIONAL APPAREL

TECHUNTER MAGAZINE

POINTS OF INTEREST

- Brand Positioning – Editorial Strategy + Global Market Expansion.
- Business Strategy – Partnership Development. Revenue Growth.
- Creative Leadership – Content Direction + Visual Identity. Storytelling.
- Media – Print + Digital Publishing. OmniChannel Presence. Photo/Video
- Community – Industry Engagement + Event Coverage. Networking.

MARKETING

CREATIVE AGENCY

PARIS FR

2022 – 2024



PRIMARY CONSUMER

APPAREL INDUSTRY LEADERS

PROBLEM – The apparel industry is flooded with surface-level marketing, making it difficult for brands to stand out with authenticity. Our challenge was telling each brand's story in a unique way.

CULTURE – Technical apparel is built on innovation, precision, and performance. Industry professionals value function as much as form, demanding a level of discourse beyond trends. TECHUNTER exists at this intersection—bridging technical expertise with compelling storytelling. Working within this space requires a deep respect for craftsmanship, material science, and cultural shifts that shape the future.

OFFER – I worked with TECHUNTER to refine its positioning, solidify its credibility, and expand its global influence through partnerships, editorial strategy, and branding.

INSIGHTS – Many publications either over-intellectualize or dilute their message to attract broader audiences. The challenge was to maintain TECHUNTER's authority while increasing its reach. By elevating storytelling and visual impact, we strengthened its role as the definitive voice in technical apparel.



SECONDARY CONSUMER

FUNCTIONALITY ENTHUSIASTS

PROBLEM – The world of technical apparel is highly specialized, often feeling inaccessible to those outside the industry. In order to connect with this constituency we had to invite, introduce and educate.

CULTURE – A passionate community exists beyond the professionals—bloggers, collectors, and enthusiasts who analyze, critique, and celebrate functional design. These individuals bridge the gap between industry insiders and the mainstream, influencing trends and driving conversations. Understanding their motivations requires a balance of technical knowledge and cultural fluency.

OFFER – I helped TECHUNTER engage this audience by refining its editorial voice, creating accessible yet authoritative content and events, and expanding its reach across physical and digital platforms.

INSIGHTS – Many brands overlook this audience or cater to them in ways that feel forced. The key was maintaining TECHUNTER's credibility while making technical apparel more inviting. By leaning into storytelling and community engagement we strengthened TECHUNTER's influence among this crucial crew.

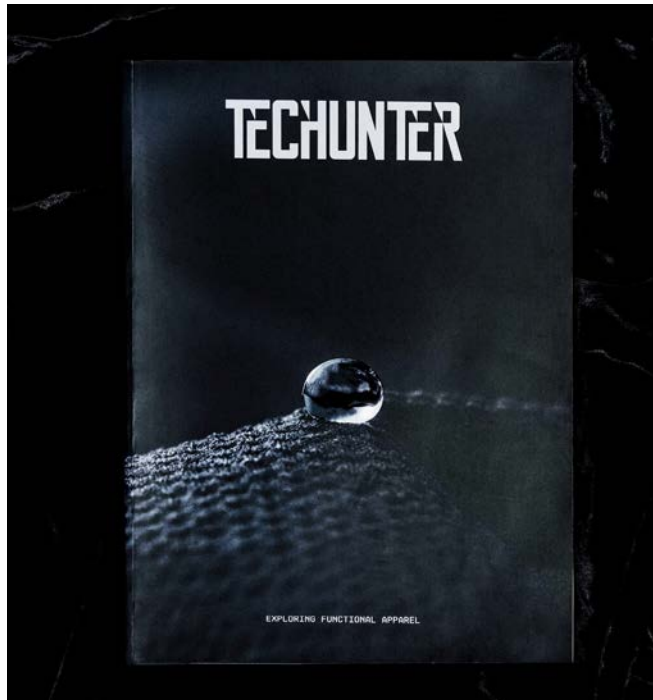


THM PRINT ISSUE 08

DETAILS – TH08 MARKED A RETURN TO PRINT AFTER 5 YEARS, AND WAS CELEBRATED BY READERS, PARTNERS & STOCKISTS. RELEASED 01/2024.

INFO – FEATURING ARTICLES ABOUT APPAREL, FOOTWEAR, ACCESSORIES, MANUFACTURING, DESIGN & DEVELOPMENT, RESEARCH, THEORY & MORE.

ROLE – IN ADDITION TO SECURING ADVERTISING, ARTICLES AND RETAILERS FOR TH08, I ALSO SHOT PHOTOS / WROTE COPY FOR SEVERAL ARTICLES.

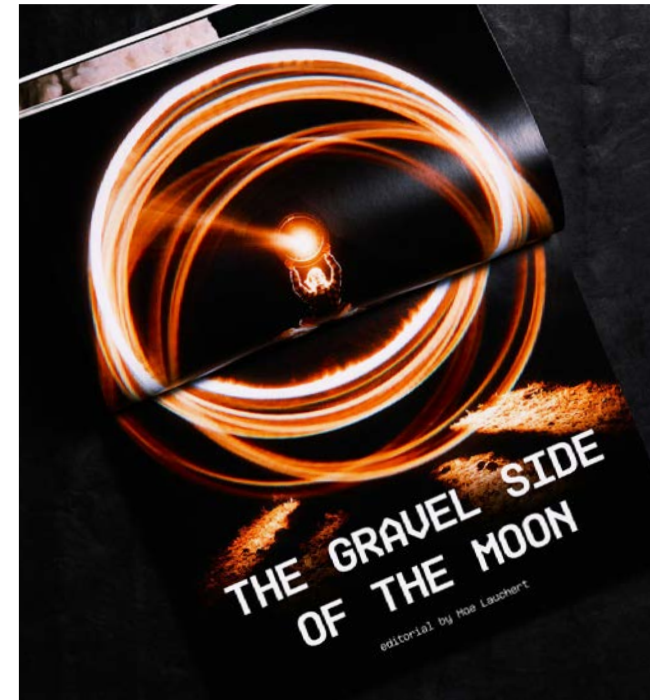
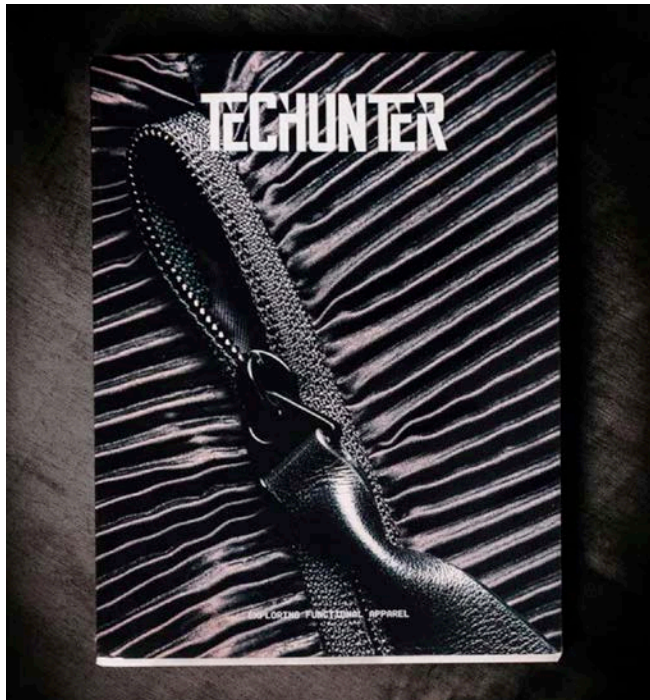


THM PRINT ISSUE 09

DETAILS – BUILDING ON THE MOMENTUM, TH09 WAS BIGGER, BETTER AND BOLDER THAN BEFORE. RELEASED 1/2025.

INFO – FEATURING ARTICLES ABOUT APPAREL, FOOTWEAR, ACCESSORIES, MANUFACTURING, DESIGN & DEVELOPMENT, RESEARCH, THEORY & MORE.

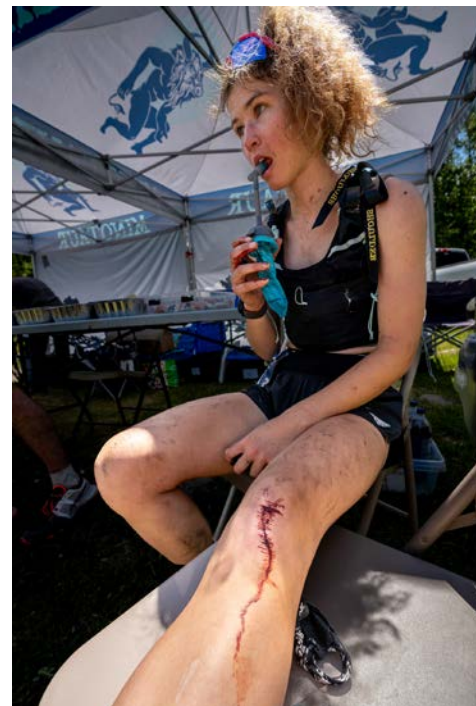
ROLE – IN ADDITION TO SECURING ADVERTISING, ARTICLES AND RETAILERS FOR TH09, I ALSO SHOT PHOTOS / WROTE COPY FOR SEVERAL ARTICLES.



ACTIVATIONS + EVENTS

CLIENTS – ARC'TERYX. ACRONYM. ASUS ROG. DISTANCE RUNNING. SOAR.

EXECUTION – WE PROVIDED PLANNING, PROMOTION AND PHOTO/VIDEO AS WELL AS LOGISTICS, EVENT DESIGN AND ONLINE COVERAGE.



CAMPAIGNS + COLLABORATIONS

DETAILS – FOR MONCLER, WE ARRANGED A COLLABORATIVE STUDIO / LIFESTYLE SHOOT FEATURING GOZZILAH, A TECHWEAR STYLE ICON.

EXECUTION – THIS BODY OF WORK WAS CREATED SPECIFICALLY FOR MONCLER’S WORLDWIDE GRENOBLE ADVERTISEMENT CAMPAIGN IN 2024.

ROLE – I CREATED THE CONCEPT, THEN PITCHED IT TO THE CLIENT AND RELEVANT PARTNERS. OFF-SET, I HANDLED NEGOTIATIONS AND CONTRACTS.



CAMPAIGNS + COLLABORATIONS

DETAILS – FOR GIORDANA, WE ARRANGED AN ON-LOCATION SHOOT WITH ATHLETE / DESIGNER CESAR VILLALBA TO HIGHLIGHT A NEW COLLECTION.

EXECUTION – THIS CAMPAIGN WAS SHOT GUERRILLA-STYLE OVER THE COURSE OF 2 NIGHTS IN THE BONNEVILLE SALT FLATS OF UTAH.

ROLE – I CREATED THE CONCEPT, THEN PITCHED IT TO THE CLIENT AND RELEVANT PARTNERS. ON-SET, I HANDLED ALL PRODUCTION + LOGISTICS.



MULTIBRAND EDITORIAL

CLIENTS – ALBA OPTICS. ALLMANSRIGHT. CIELE. DISTRICT VISION. HOKA. KMOSHON. NEAR EARTH. NORDA. SOAR, SATISFY

EXECUTION – THIS PROJECT CENTERED AROUND 2 INTERNATIONAL ATHLETES ATTENDING KAZBEGI SKYRACE NEAR TBILISI, GEORGIA.

ROLE – I CONCEIVED THE IDEA, PITCHED TO INTERNAL TEAM + CLIENTS, SECURED SPONSORSHIP & HANDLED ALL LOGISTICS ON-SET.



BORDERS CHANGE. SOCIETIES COLLAPSE. THE FUTURE IS FOREVER...

AVNR MFG

POINTS OF INTEREST

- Creating Apparel + Accessories – Physical Product + Virtual / NFT.
- Complete Rebranding Package – Market + Identity + Social + Goods.
- Digital Fashion Design – Concepts. Graphics. Patterns. Rendering.
- Sourcing – Materials. Hardware + Trim. Technical Development.
- Community – Online Gear Archive + Social Media Presence.

CREATIVE DIRECTION

OUTDOOR GEAR + EQUIPMENT

PORTLAND OR

2020 – 2022



PRIMARY CONSUMER

A WEATHERED EXPLORER

PROBLEM – Today’s survival equipment needs to look good, in addition to saving your life.

CULTURE – Those of us who choose to take on risks of great magnitude need to calculate those out-comes with the utmost reverence. From ounce-shaving practices in the field to increasing stress ratings by improving testing in the lab, the barrier for entry into this echelon of sport can cost your life. Before the last 50 years, the world had never seen such rapid development in the quality of equipment, nor in the proliferation of sports brands committed to taking their patrons to the top of the mountain.

OFFER – As a lifelong outdoorsman, I’ve seen firsthand how we come to rely on the tools we bring into the wilderness with us. Excellent gear can make or break an experience, and I’m uniquely positioned in a spot where I’m creating equipment to take care of myself first, and ultimately others in the process.

INSIGHTS – Having closely watched the disintegration of the global apparel industry over the last 2 years, I follow a new model of business more carefully tied to high concept designs, low-inventory sourcing + independent craftsmanship rather than relying on supply chains that ebb + flow. I create models of new equipment + I test them myself, so I’m able to iterate immediately + without waste.

SECONDARY CONSUMER

THE GORPCORE GANG

PROBLEM – For many people, the pandemic was their entry-point into the great outdoors.

CULTURE – In a world where we’ve all been forced to stay away from each other, the natural step for many was to retreat to areas where they could feel more comfortable + less fearful for their health. Many new hikers are completely underprepared for their journeys. From improper footwear to a lack of water, to something so miniscule + nuanced as knowing how + where to step, it’s very easy for the common person to get in over their head while out in the wilderness. A lot of my inspiration behind this project is to share what I know about our natural world with my friends + colleagues.

OFFER – As I explore further and further into the outdoors, I take home concepts with which to improve the experience of somebody new to this lifestyle. It helps to have a guide, so you don’t get lost!

INSIGHTS – A lifetime of exploration cannot be distilled into a single discussion, a product nor a hike. It’s important that folks interested in an outdoor lifestyle tread lightly – both literally + physically. It’s easy to find good-looking gear nowadays, so that those newcomers more focused on style than substance stand a better chance of enjoying some free time exploring their brave new world.



ULTRAMODERN BRANDING

DETAILS - "THE ONE WHO WALKS ALONE IS LIKELY TO FIND HIMSELF IN PLACES NO ONE HAS EVER BEEN." - ALBERT EINSTEIN.

WORDMARK - AVENIR MEANS "THE FUTURE." THE DOME REFERENCES BUCKMINSTER FULLER'S VISION OF ARCHITECTURE.

MASCOT - SCORPION - ARMORED. EXECUTIVE. FLUORESCENT. A CLEAR SURVIVOR.



SURVIVAL EQUIPMENT

DETAILS - WATER BOTTLE KIT. NALGENE - RECYCLED PLASTIC. FIRESTARTER & KINDLING. AQUATABS. EMERGENCY BLANKET. POCKET KNIFE.

KEYCHAIN - UHMWPE / VENOM WEBBING. SURVIVORCORD. FIDLOCK CLOSURE. NITE-IZE S-BINER.

BELT - UHMWPE / VENOM WEBBING. FIDLOCK CLOSURE. 52" LONG. MULTI-PURPOSE. RATED TO 1500lbs.



BIODEGRADABLE STREETWEAR

DETAILS – DIGITAL FASHION DESIGN – CLO3D. BACKGROUND ARTWORK – CREATED WITH ARTIFICIAL INTELLIGENCE.

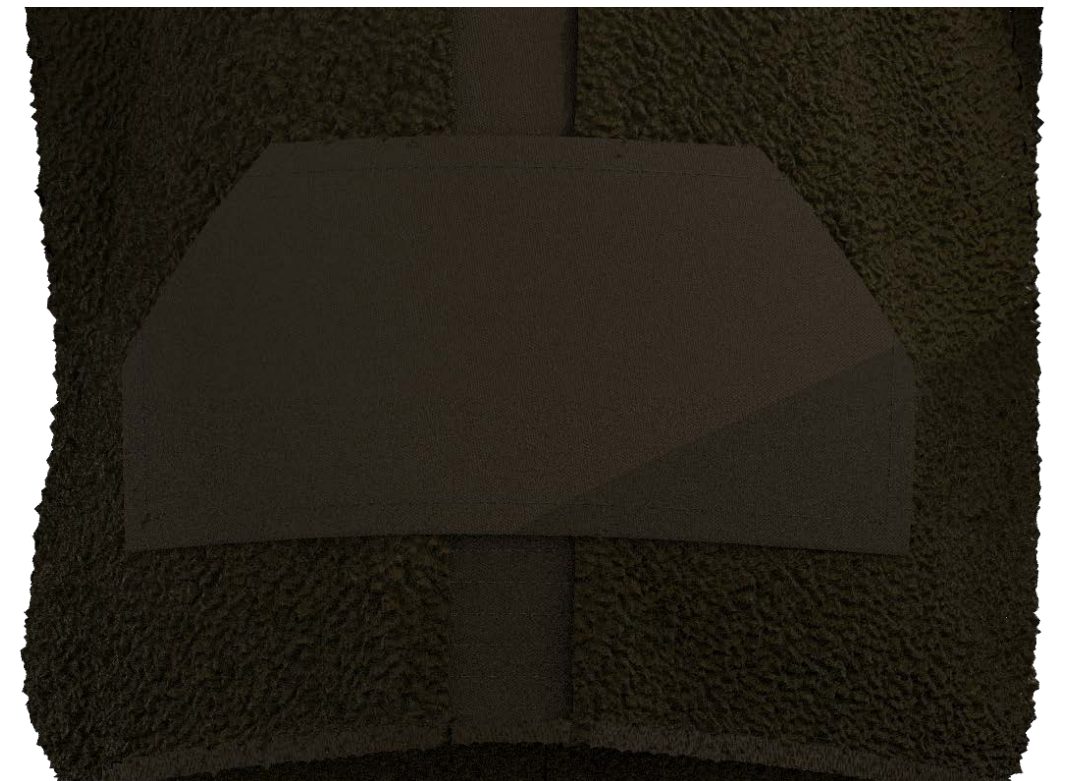
CONSTRUCTION – SELF – 80Z INTERLOCK ORGANIC COTTON. GRAPHICS – WATER-BASED. THREADS + TRIM – PLANT-BASED.



SHERPA GI

DETAILS - DIGITAL FASHION DESIGN - CLO3D. BACKGROUND ARTWORK - CREATED WITH ARTIFICIAL INTELLIGENCE.

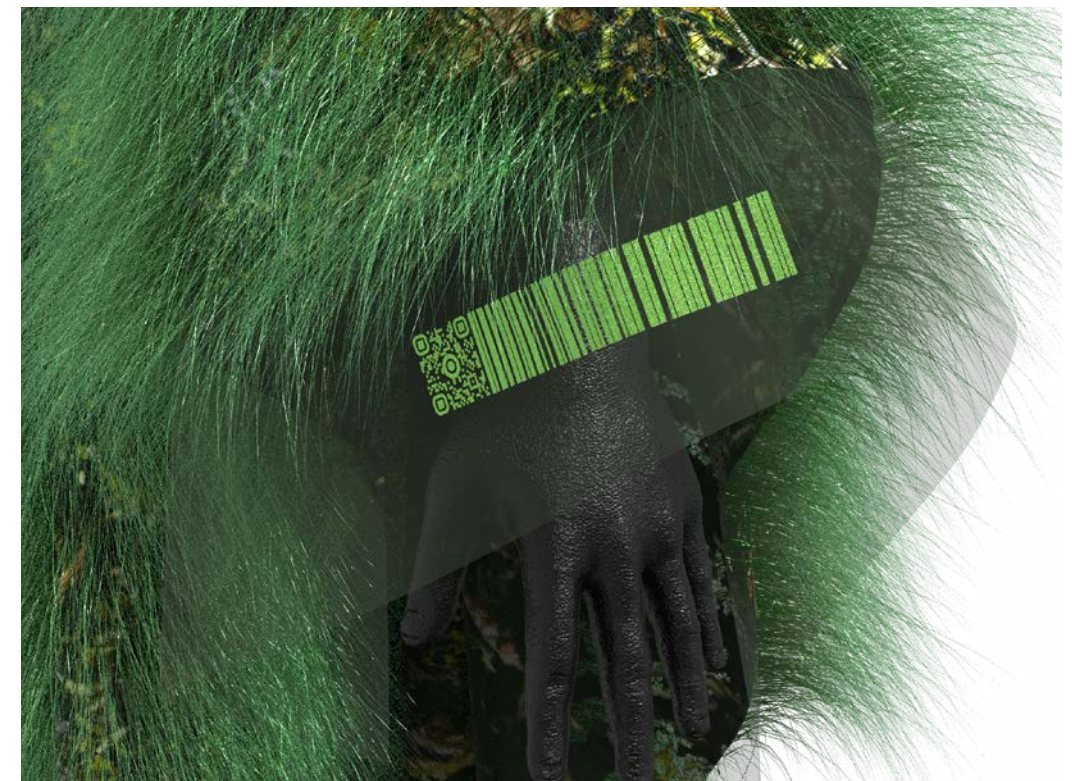
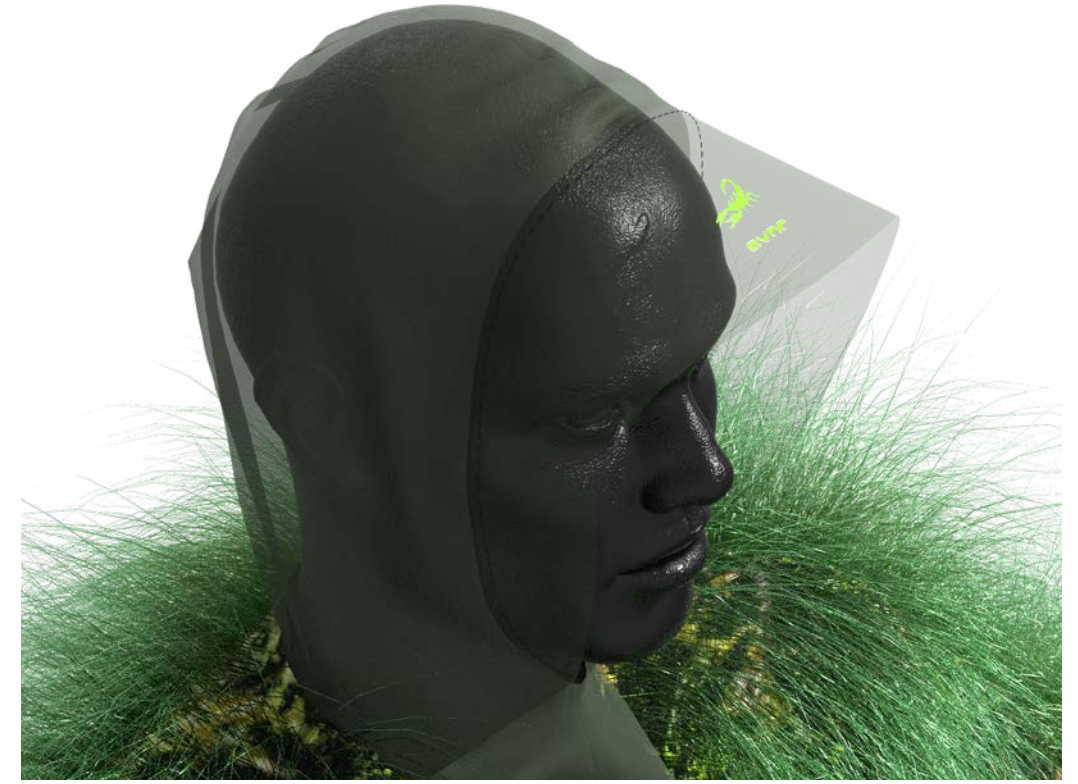
CONSTRUCTION - SELF - 275g POLYESTER SHERPA. TRIM - 382g HEAVY COTTON CANVAS.



LIVING GHILLIE SUIT

DETAILS – DIGITAL FASHION DESIGN – CLO3D. BACKGROUND ARTWORK – CREATED WITH ARTIFICIAL INTELLIGENCE.

CONSTRUCTION – SELF – PERFORATED SILK ORGANZA. INSULATION – SEED STARTING MEDIUM. LINING – POLYETHYLENE.



PRIMARY CONSUMER

THE ARTIST HIMSELF

PROBLEM – Sterling Ruby wanted to impact the fashion world while staying true to his roots.

CULTURE – The artist comes from rural Pennsylvania, where he was heavily influenced by Dutch culture, workwear and Americana. Via a youth spent exploring creative venues like punk rock + skateboarding he created a formidable career in fine art and his work is sought after worldwide. Considering the visibility on a project of this stature it was most important to understand the artist's needs and intent, so as to materialize the desired final products exactly as he envisioned them.

OFFER – My background in accessories design + collection building was important to the SRS team, and I provided consulting services as well as design direction. We explored product concepts, silhouettes, fabrication, hardware, finishing techniques, manufacturing and branding.

INSIGHTS – Visiting the Sterling Ruby Studio in Los Angeles allowed me great insights into the process and capabilities built into the foundation of this project. The experience seemed to me like working for Andy Warhol, in that the artist's vision is the most crucial reference point. A self-funded studio team realized the artist's vision, not only inside the studio but on the world stage. And to critical acclaim.



SECONDARY CONSUMER

PATRONS OF THE ARTS

PROBLEM – Some people have seen everything. Still, they desire novelty seasonally.

CULTURE – Runway shows in the fashion industry are nuanced, and their intent is often confused. More often than not, the biannual presentations are an expression of the creative director's dream and the collection is intended to delight & impress – not necessarily to end up on the sales floor. The people attending these shows are typically industry insiders and journalists, as well as celebrities who are paid to attend in order to bolster the perception of a brand's cachet. Many of these attendees have the income in order to afford pieces from the show, although they are the most likely to receive free gifts.

OFFER – Sterling Ruby Studio gave the fashion industry an opportunity to juxtapose two related, however incongruent, worlds. The artist was able to synthesize his aesthetic in a universe parallel to art.

INSIGHTS – Always attuned to honest & sincere expressions, the fashion sphere celebrated this runway show for reasons often attributed to designers either much less – or much more – experienced. The bold and unapologetic nature in which Ruby spoke his truth is a young man's game. The calculated manner that the team conceived, presented & executed this global campaign was clearly wisdom.

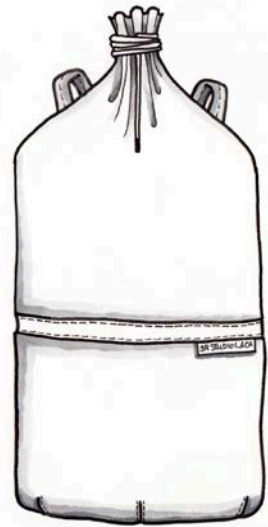


COLLECTION DEVELOPMENT

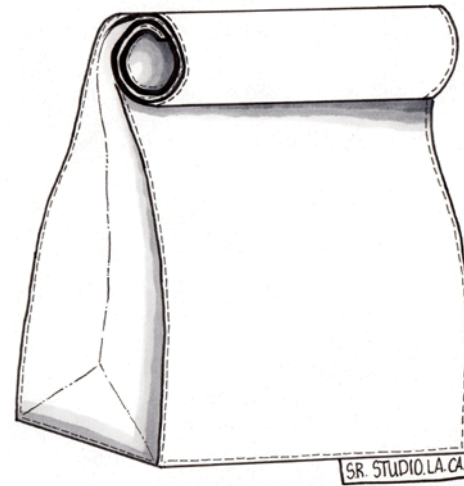
CONCEPT - UTILITARIAN ACCESSORIES ELEVATED IN CONCEPT & EXECUTION.

TOOLS - PENCIL. PEN. MARKER. ILLUSTRATOR + PHOTOSHOP.

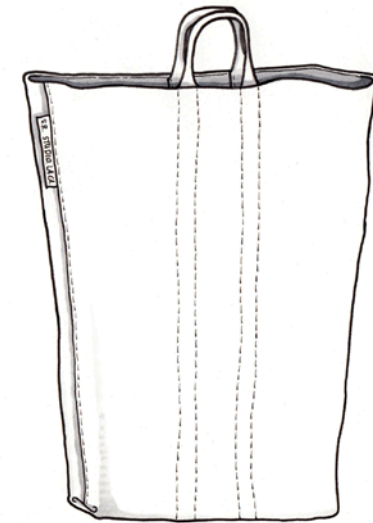
MILITARY RUCKSACK
PRELIMINARY SKETCH



LUNCH BAG
PRELIMINARY SKETCH



NORTH / SOUTH TOTE
PRELIMINARY SKETCH



DRAWSTRING BAG
REFERENCES AND INSPIRATION



LUNCH BAG
REFERENCES AND INSPIRATION



NORTH / SOUTH TOTE
REFERENCES AND INSPIRATION



RENDERING vs PRODUCT

TOOLS - ILLUSTRATOR + PHOTOSHOP.

FABRICATIONS - COTTON DUCK + DENIM. HAND-BLEACHED.



PITTI UOMO #96

DETAILS – Pitti Uomo is one of the world’s most important platforms for men’s clothing and accessory collections, and for launching new projects in men’s fashion. Pitti is held twice yearly in Florence, Italy, at the Fortezza da Basso.



LUXURY RETAIL

EXAMPLES - WHOLESALE PARTNERSHIPS with THE WEBSTER. BROKEN ARM. SSENSE.



LIMITED EDITION

CONCEPT – EVERYDAY STUDIO ITEMS & TOOLS, ALL OF THEM GILDED.

DETAILS – CUSTOM PIECES DESIGNATED FOR PRIVATE COLLECTORS.



PRESS

EXAMPLES – [VOGUE](#). [HYPEBEAST](#). [GQ](#).
CLICK ANY IMAGE TO READ THE ARTICLE.

VOGUE

RUNWAY

Artist Sterling Ruby Turns Fashion Designer, Launches S.R. Studio. LA. CA. at Pitti Uomo

BY LUKE LEITCH
June 13, 2019

f t p bookmark

HYPEBEAST STORE

S.R. STUDIO. LA. CA. Keeps the Raf Simons Connection Alive in SS20 Collection

Sterling Ruby's debut as a solo designer.

1 of 44 2 of 44

Nowfashion

Fashion Jun 13, 2019 🔥 12.0K 9

Sterling Ruby officially launched his collection at Pitti Uomo today with a runway show at the Florence event. Named S.R. STUDIO. LA. CA., Ruby's debut show was host to a who's who of fashion, including Raf Simons and Virgil Abloh, all showing out to support the artist-turned-designer.

GQ Style Grooming Recommends Culture More Newsletter Subscribe

Style

Sterling Ruby's Fashion Line Is Officially On Fire

And the first pieces from S.R. Studio L.A. C.A.'s Pitti Uomo show are available right now.

BY SAMUEL HINE
June 14, 2019

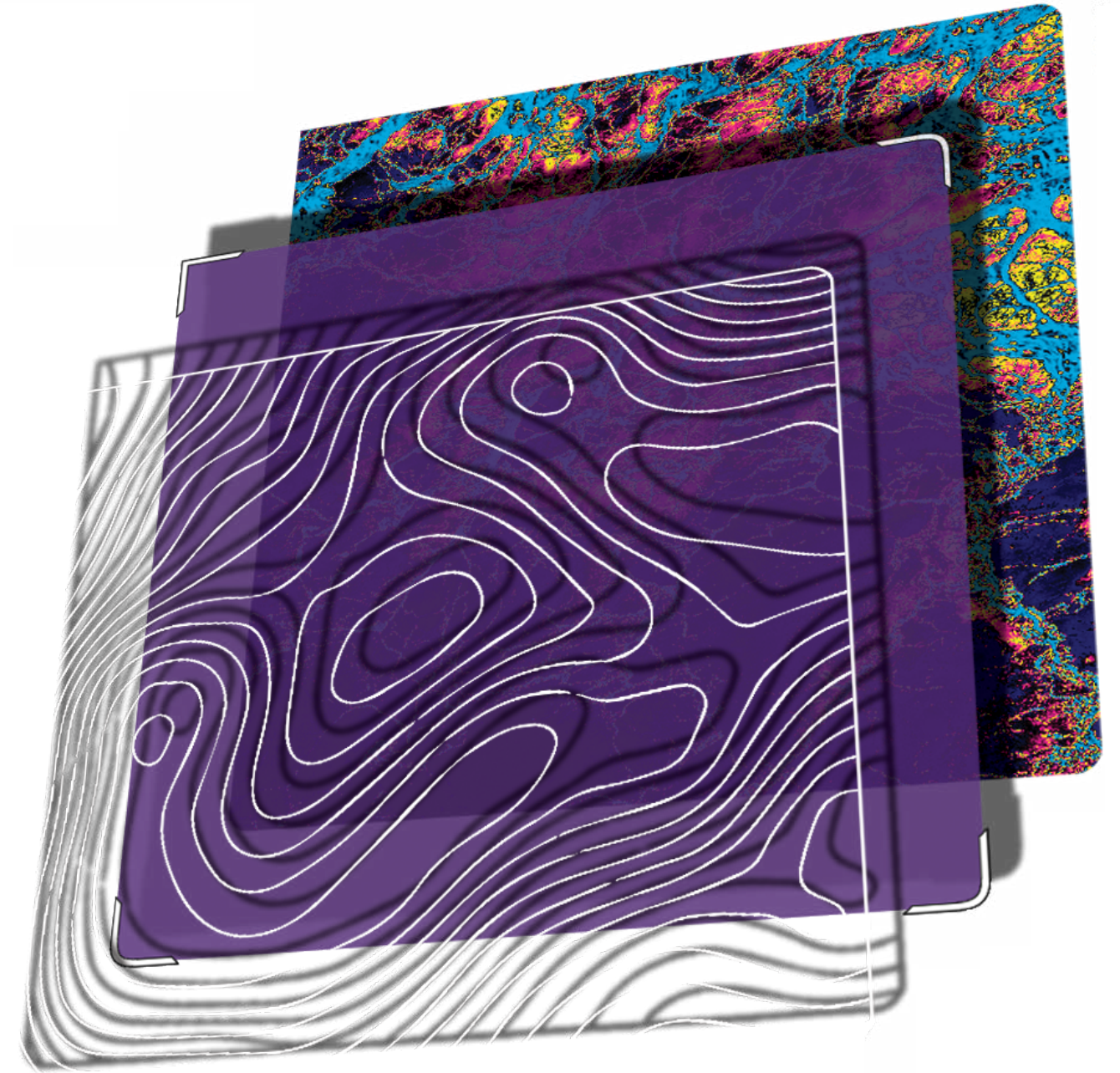
f t envelope

EQUIPMENT FOR THE JOURNEY AHEAD

ESP

POINTS OF INTEREST

- Concept + development for cutting-edge accessories brand
- Leading global cross-functional creative teams through launch
- Creating brand consistency throughout all points of contact
- Travelling internationally for physical product development
- Sourcing talent, materials, manufacturing & logistics

CREATIVE DIRECTION**LUGGAGE + TRAVEL****AUSTIN TX****2018 - 2019**

PRIMARY CONSUMER

CREATIVE LEADERSHIP

PROBLEM – Luggage options for the international businessperson are tired and heavy.

CULTURE – Many of the consumers we studied were travelling constantly for work, but their luggage & travel accessories were either too fashionable to be truly useful or the products claimed technical advantages which were never really delivered. Brutalism and fashion were having a true collaborative moment with brands like A Cold Wall and Off-White mixing industrial references into their couture + streetwear lines. Techwear pioneers Acronym and Arc'teryx were at their pinnacle refinement levels, although none of these brands were tackling the accessories market in the way that I had in mind.

OFFER – ESP offered this consumer a unique, pinnacle-grade product that stood out visually as well as conceptually. As our primary consumer worked for a tech-forward brand, we carefully layered concepts like blockchain encryption into our product development and augmented reality into our physical retail model so that the overall presentation matched the quality of the product from any point of view.

INSIGHTS – By meeting this consumer on their terms, we were granted audience. Doing so at a nascent stage in our brand development invited exploration, discussion, interest & ultimately investment.



SECONDARY CONSUMER

SAVVY TECHNOMADS

PROBLEM – The most innovative brands are either too popular or too hard to find.

CULTURE – Hype culture has taken its toll on the apparel industry. People's interest is waning at a rate inversely proportional to the marketed excitement behind the drop. Some people want to be there first, still, but many are eschewing novelty in exchange for reliability and theory. Brands that solve problems for their customers (especially problems we didn't know we had) are held in high regard and there is seemingly no price too steep for really good techwear.

OFFER – By crafting the brand in a 3-tier structure, we were able to offer increasing levels of experience and interest, travelling from ephemeral options like social media through to memorable activations like pop-up shops and ultimately unforgettable moments such as new + immersive tech-enabled realities.

INSIGHTS – Knowing the market, the customer, and the problems not being solved by our competitors allowed us to design for the relevant task – rather than to create an answer to a question no one asked. Facets like packaging + communications were intentionally designed as an extension of the brand, knowing full well that our reputation would be in the hands of our brand supporters & evangelists.



ASTRAL PROJECTIONS

PROCESS

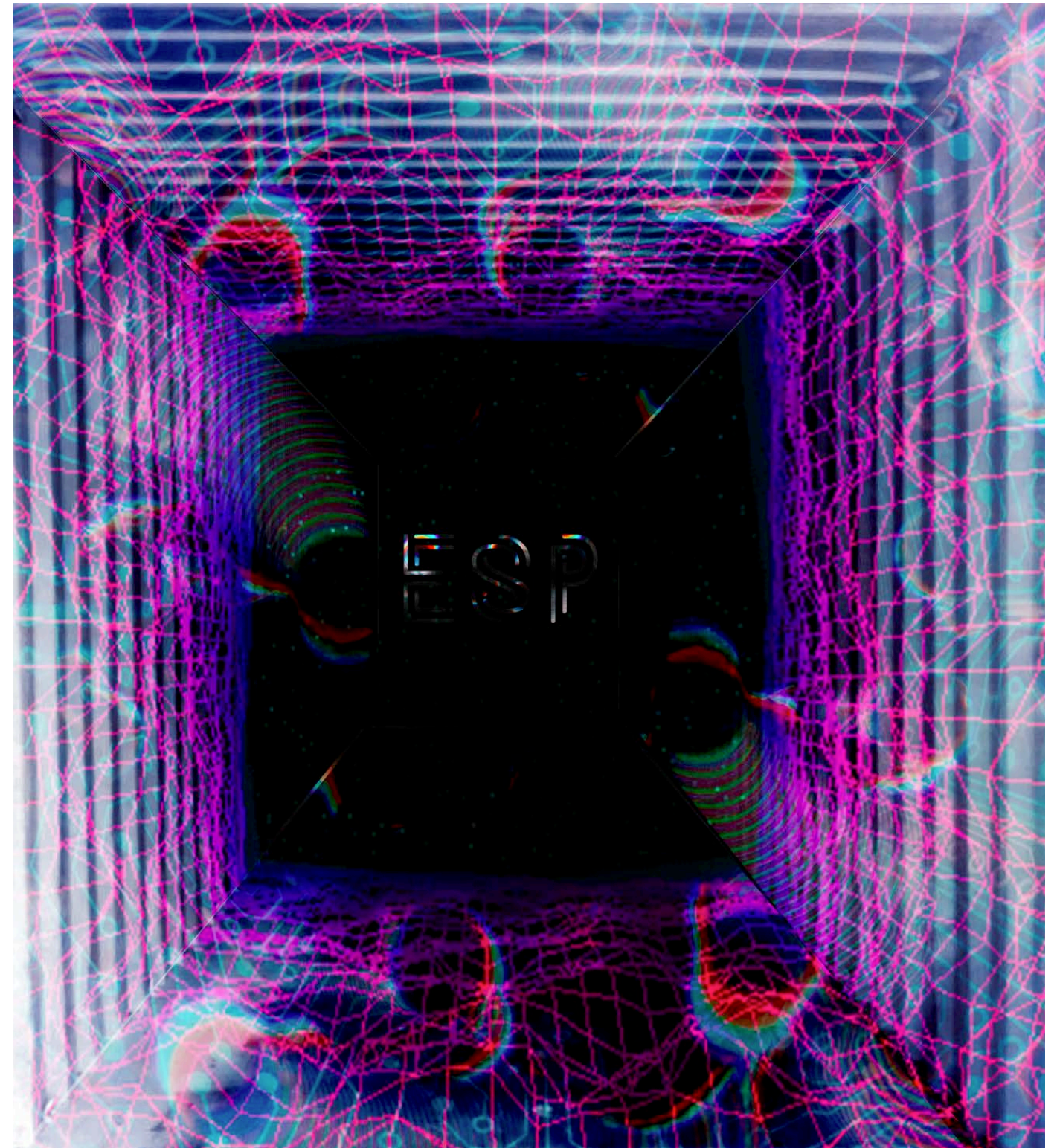
SELF-DIRECTED - I met with a business owner about renovating an older handbag brand and I agreed on the condition that I'd need the resources with which to start a new techwear accessory project. When the concept officially kicked off I began travelling to Austin, TX from NYC in order to direct our small in-house team through the brand renovation, as well as the launch of EXTRASENSORYPERCEPTION.

PREPARATION - In order to lead confidently I built a vast library of resources - usage + history, luggage silhouettes, global manufacturers, material + hardware suppliers - as well as a small group of trusted colleagues on whom I could rely. I researched industrial materials & product development, landing on fabrics like Hypalon and Dyneema to ground this collection. I drew on modern research in the fields of chemistry, augmented reality, business theory and military strategy so that I saw clearly where to place this brand in the market. With our product direction and our primary consumer clearly defined, it was my responsibility to lead our inexperienced team through the fashion industry. For that, I read management books and consulted with colleagues in senior leadership positions to best understand my responsibilities. On the external side, I sourced + collaborated with remote assets / agencies.

ORDER OF OPERATIONS - Discussion. Consideration. Market Research. Reference + Resource Gathering. Trend Analysis. Impetus. Exploration of Form. Discussion. Rendering. Confirmation. Technical Design. Product Development. Sampling. Discussion. Revision. Sampling. Confirmation. Manufacturing.

RESOURCES - GOOGLE. INSTAGRAM. HIGH SNOBIETY. GEAR PATROL. CARRYOLOGY. BACKCOUNTRY. REI. MEC.

TOOLS - PENCIL + PAPER - Initial concept sketches. DIGITAL IMAGERY - Tear sheets + inspiration. NOTES - Handwritten via collaborative meetings. COLLEAGUES - Reflection + extrapolation + assistance. ADOBE CREATIVE SUITE - PHOTOSHOP - Digital Renderings. ILLUSTRATOR - Technical Illustration. SLACK + ZOOM - Remote Productivity. OCULUS RIFT - Augmented Reality.



BRANDING

ROLE – CREATIVE DIRECTION. IDENTITY DESIGN. CUSTOMER RESEARCH. STYLE GUIDES. PRESENTATION.

EXAMPLE – ESP BRAND BOOK.

IDENTITY

transcendent accessories and equipment // time-space travel
global manufacturing headquarters // 38.2667° N, 97.7428° W
reconfigure universal entity // extrasensory perception



VIBE

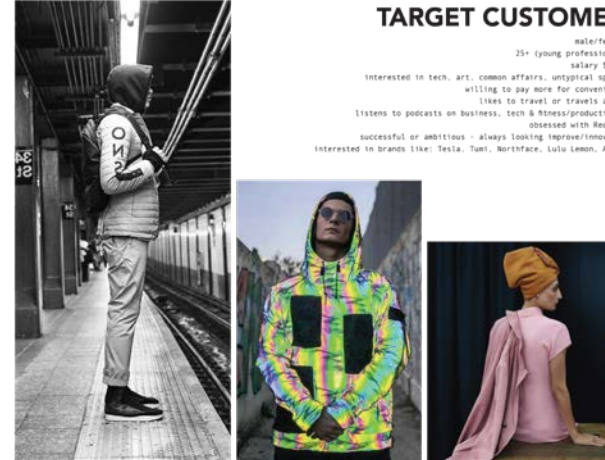
comprehensive intelligence communications // ESP
algorithm wavelength // R773A9WU726CP
grade 0 clearance // date: 2487AD

the current nature of commerce is antiquated //
the future is rooted in vivid perception
modern manufacturing disintegrated our planet //
industrial refuse choked us out
minimalism has become a business tactic //
austerity has become a camouflage



TARGET CUSTOMER

male/female
25+ (young professionals)
salary \$10k
interested in tech, art, common affairs, untypical sports
willing to pay more for convenience
likes to travel or travels a lot
listens to podcasts on business, tech & fitness/productivity
successful or ambitious – always looking to improve/innovate.
interested in brands like: Tesla, Tumi, Northface, Lulu Lemon, Apple



GOODS

luggage – off-world expeditions // tier 1
personal items – low-earth orbit // tier 2
organizers – computer travel // tier 3
alpha-grade technically advantageous materials
dyneema typpalon goretex cordura graphene
ultralight • midweight • heavy-duty



SATELLITE

Industrial transportation vessel doubles as multidimensional transcendence pod //
incorporating retail experience with on-brand audio // video immersion events
tonal marking scans activate tiered experiences and deep dive into product information //
containers travel globally offering new experiences based on geolocation



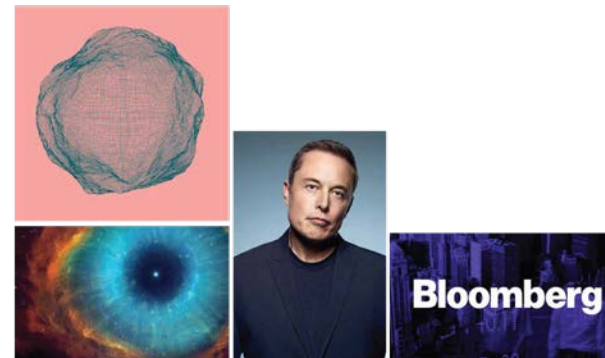
SXSW // WEBSITE LAUNCH

"The Introduction to the right people"
Networking opportunity by delivering a keynote speech and coater of "The future of retail"
Forbes, Wired, Tech Crunch, Wall Street Journal, Medium, Bloomberg.
Will allow members of the public based on ticket system - will generate publicity for this through Instagram
All attendees will receive a portal takeaway to which we will make a VR/AR concept available for them after the event



CUSTOMER ASSOCIATION

brands words and phrases // frontier, sensed from the wind, experiencing the future, learning from the past
thought leaders // Jack Dorsey, Elon Musk, Kara Swisher, Robert Scoble, Bernard Hojman, Joanna Stern, Alex Willhelm
social influencers // @baseemapproved, @lukasabbat, @bruniefieg, @vanslunche
publications // Forbes, Wired, Tech Crunch, Wall Street Journal, Medium, Bloomberg



PRICING & POSITIONING

Premium Pricing – Price point \$300-\$750
Products are only available online in pop ups
Pop ups will have some exclusive products available only in a particular location
Products will be produced/rold in limited quantities – playing on the supply/demand model – Supreme



PHYSICAL

striking visual treatments // balancing foundation with ephemera
immersive digital shopping experience // vividly illustrated concepts
post-industrial production and packaging sensibilities // true minimalism



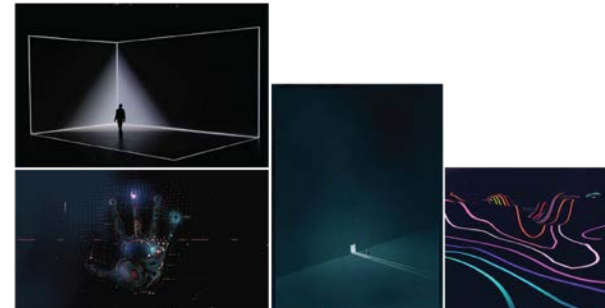
DIGITAL

ultramodern visual identity // infographic user interface
intense sensory hallucinations // augmented reality experiments
mobile application incentives // visual network manipulation



AUGMENTED REALITY

a packet of information travels uninterrupted at the speed of light for almost 680 years //
touchdown is made in the world's newest center for technological advancement
a mysterious container appears and crowds gather to investigate //
they do their best to interpret the radiant signals using the most progressive communications tools available
visitors are witness to an intense immersive experience showcasing innovative products //
AR scans of interior markings activate wall-mounted products, holograms and ephemera



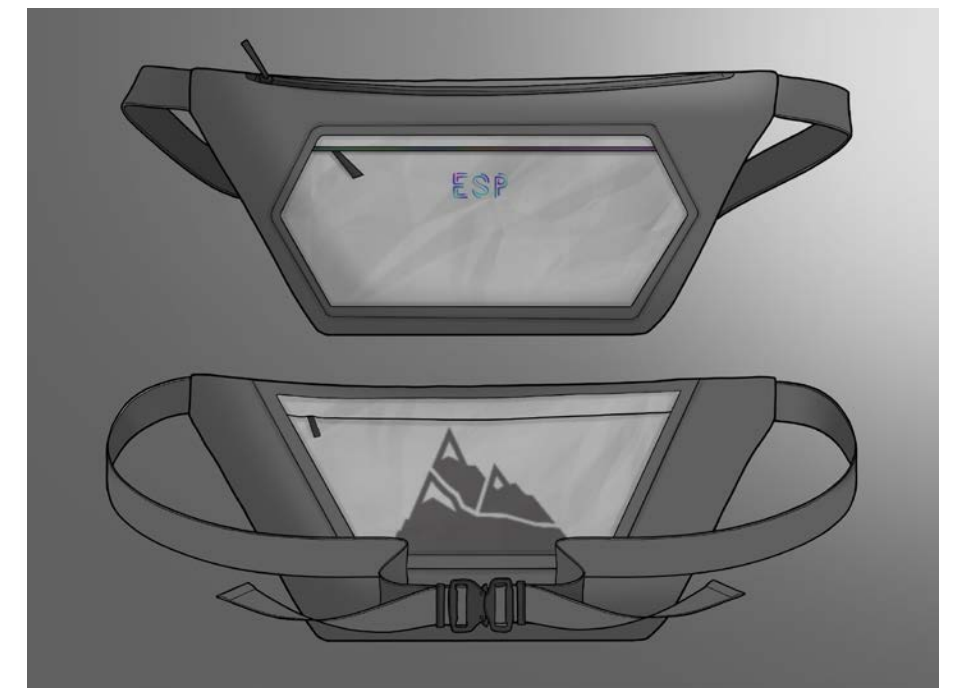
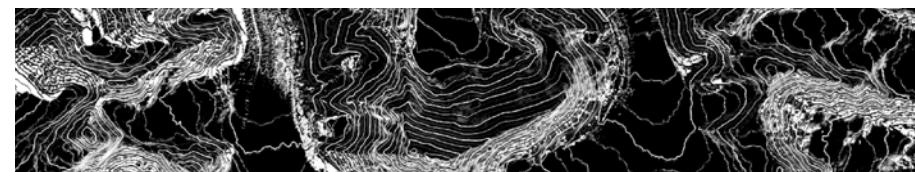
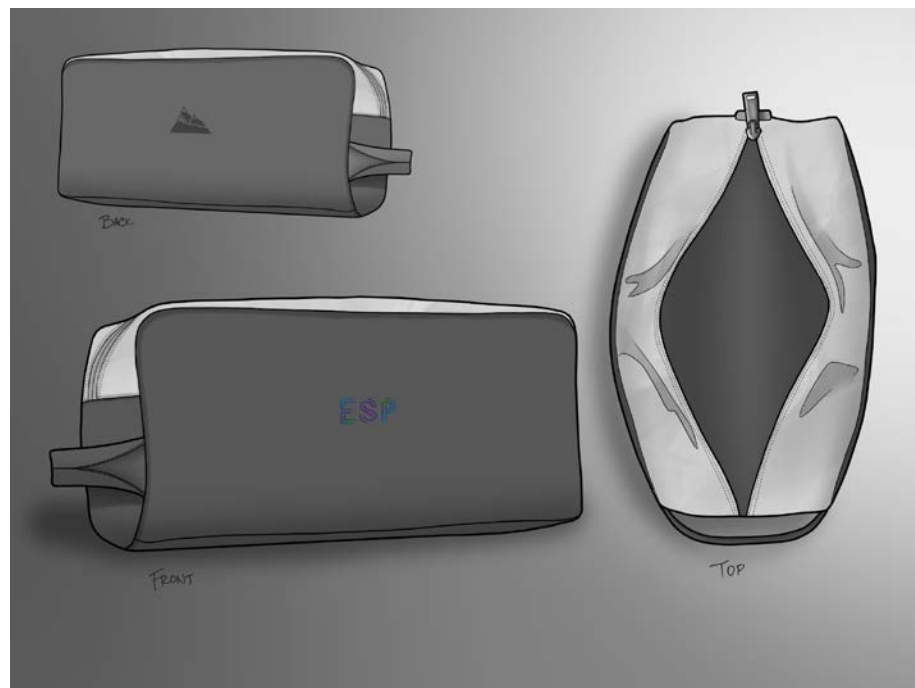
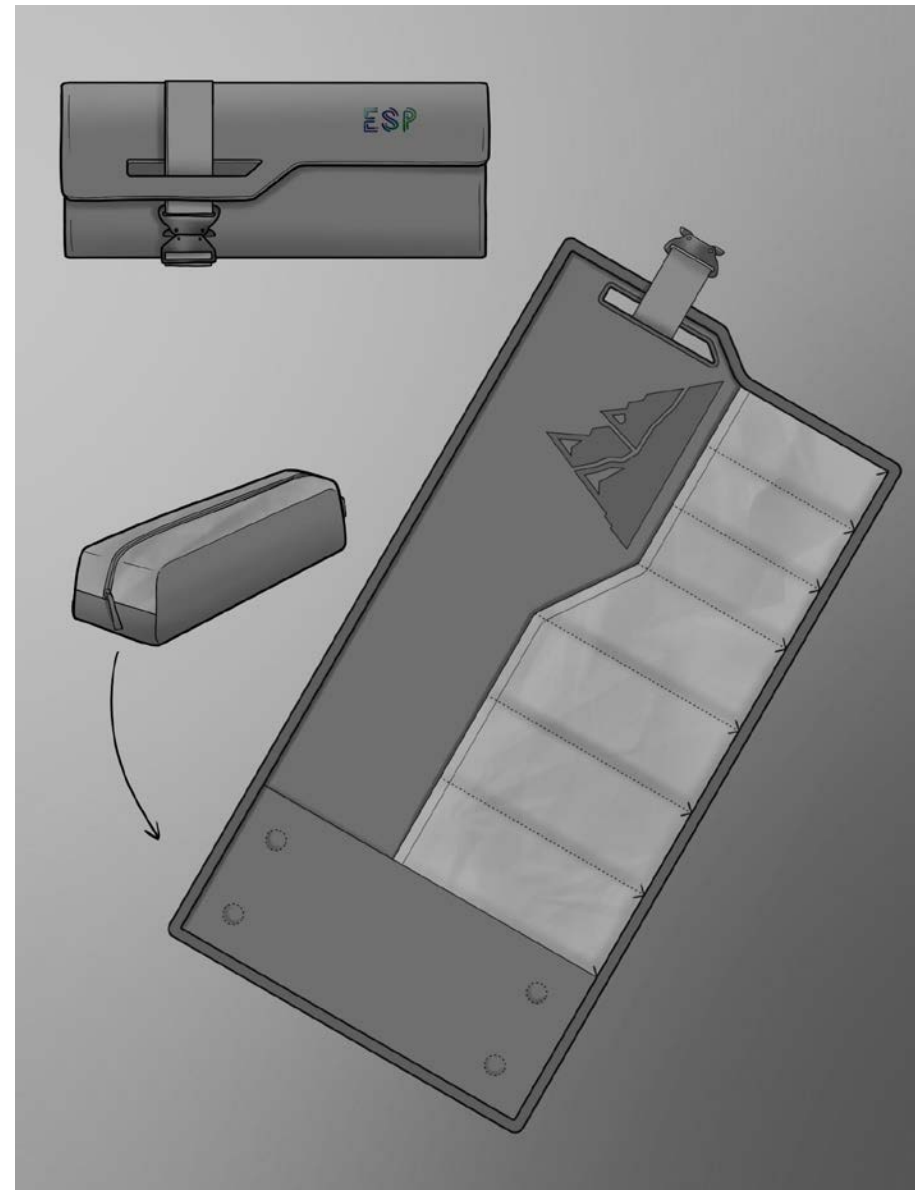
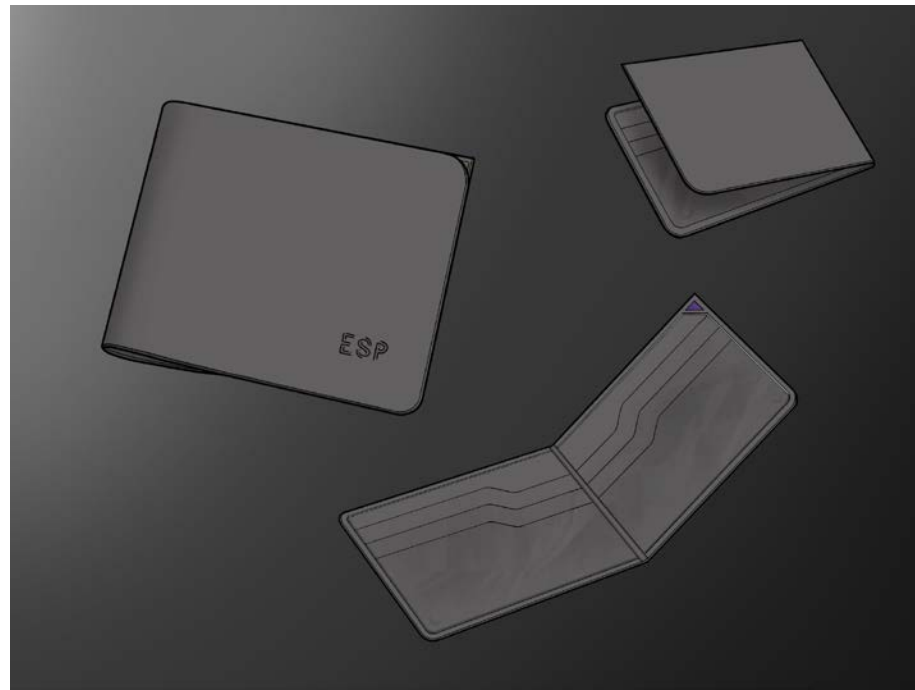
PACKAGING



PRODUCT DESIGN

ROLE - CREATIVE DIRECTION. SKETCHING. MARKET RESEARCH. PRODUCT DEVELOPMENT.

RENDERINGS - WALLET. TRAVEL KIT. TOOL ROLL. BACKPACK. WAIST BAG. c/o WERX DESIGN



PRODUCT DESIGN

ROLE - CREATIVE DIRECTION. SKETCHING. MARKET RESEARCH. PRODUCT DEVELOPMENT.

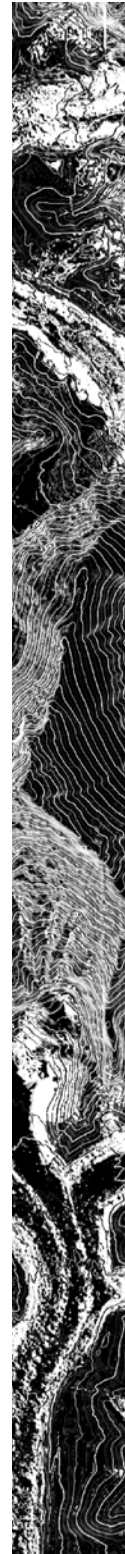
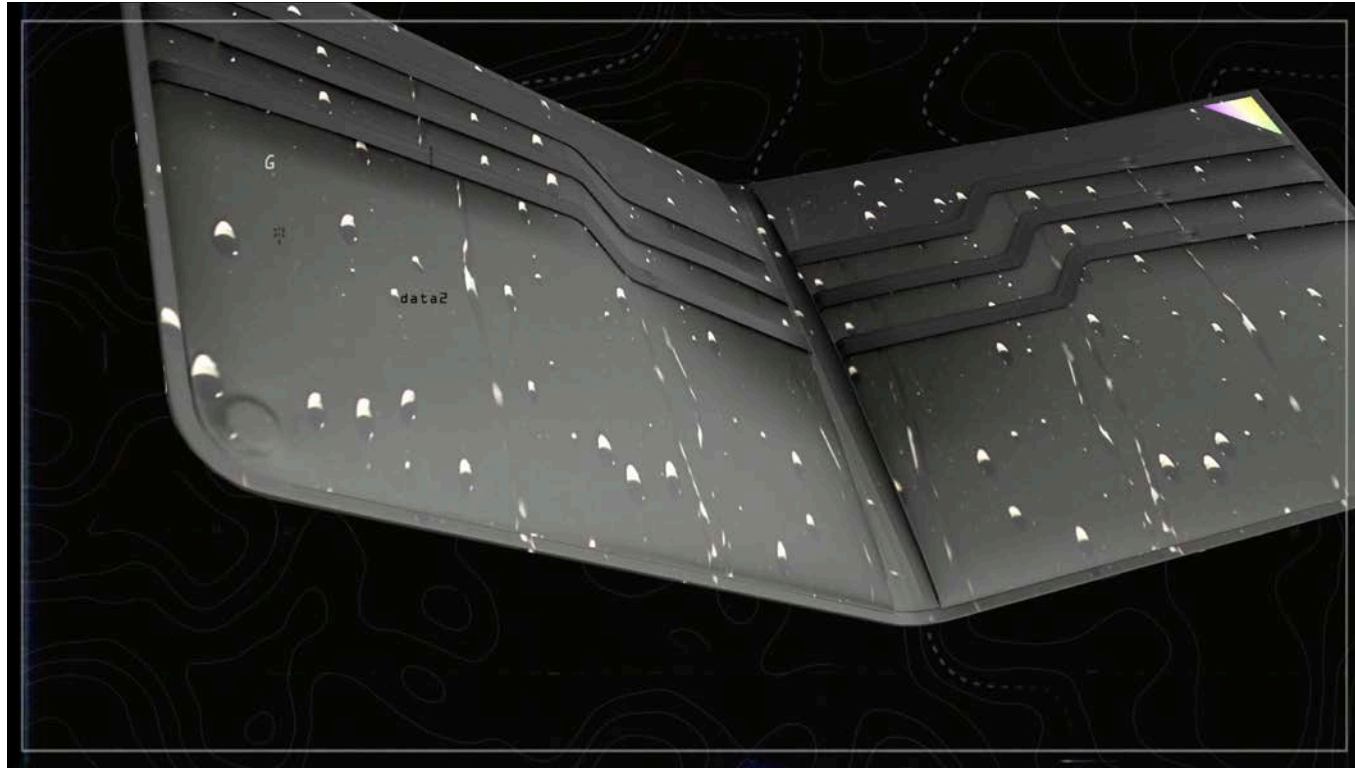
RENDERINGS - TOTE BAG. BACKPACK. DUFFEL BAG. c/o [WERX DESIGN](#)



VISUALIZATIONS

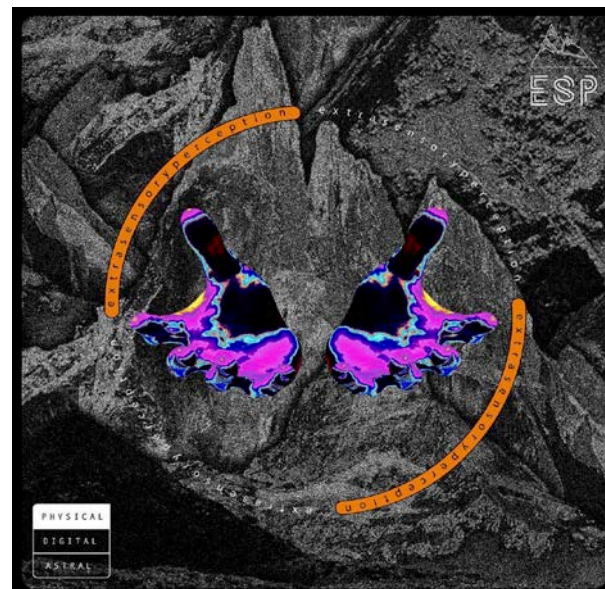
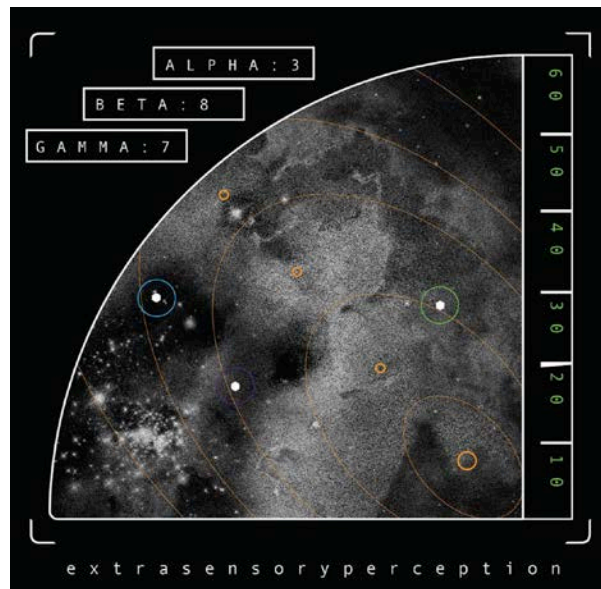
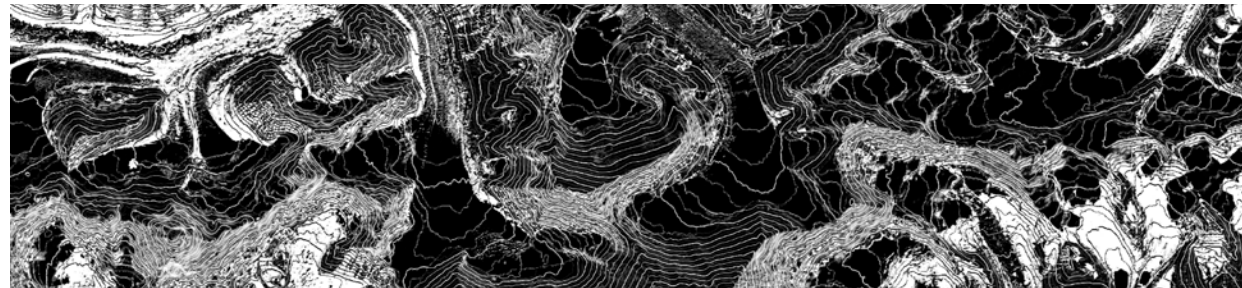
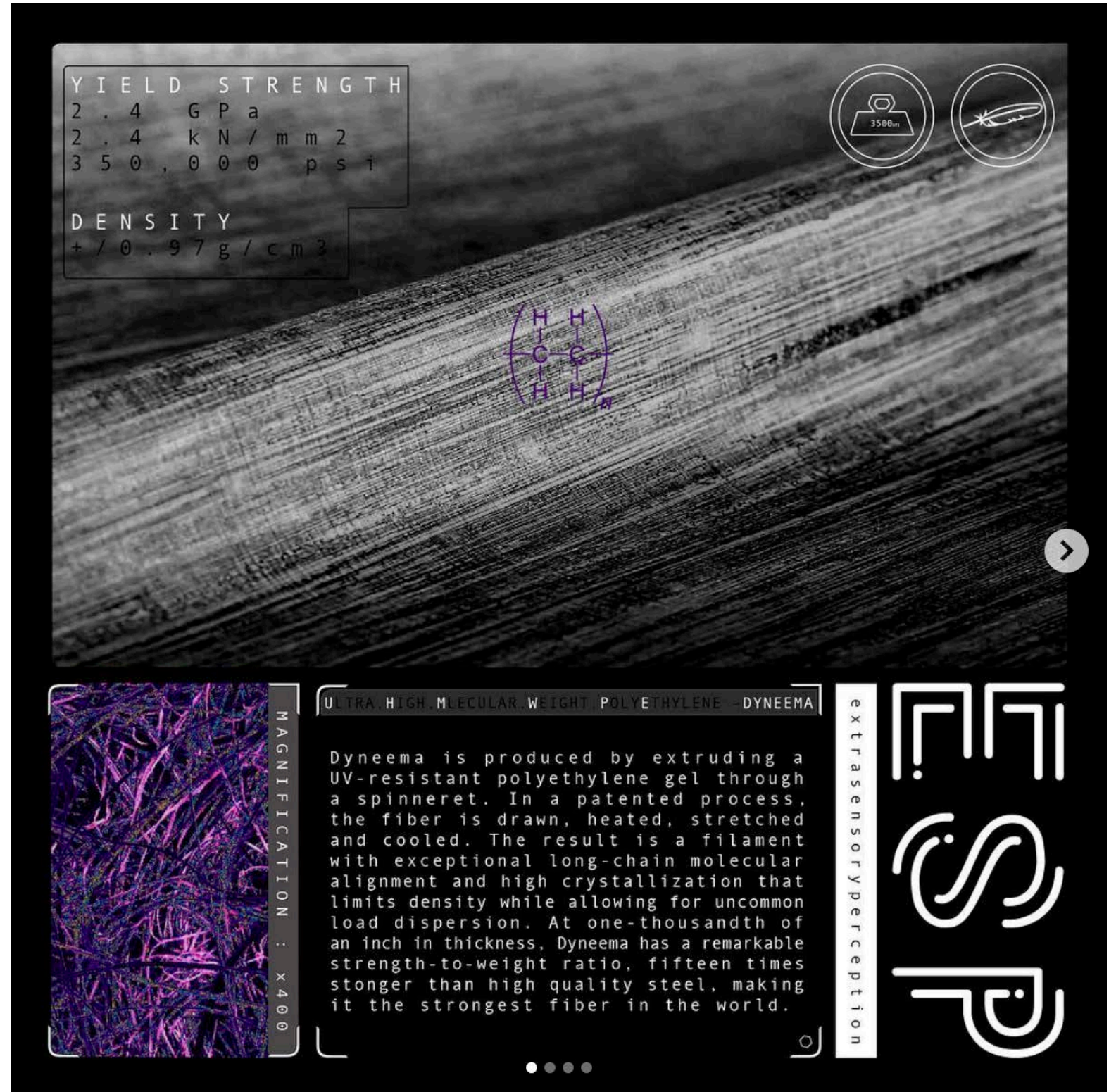
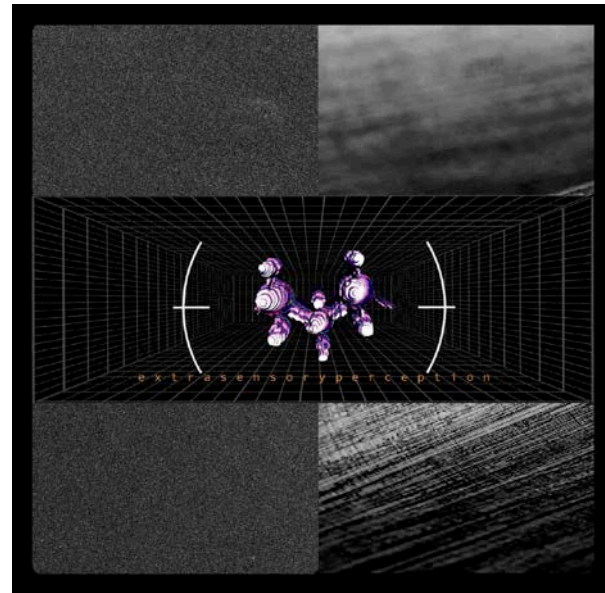
ROLE - CREATIVE DIRECTION. CONDUIT BETWEEN INTERNAL RESOURCES & EXTERNAL AGENCIES.

RENDERINGS - 3D MODELING FOR SOFTGOODS c/o SOMEWHERE ELSE



SOCIAL MEDIA

ROLE – CREATIVE DIRECTION. VISUAL REFERENCES. MATERIALS DEVELOPMENT. TREND RESEARCH.
GRAPHIC DESIGN – SCIENTIFIC USAGE + CHEMISTRY INFOGRAPHICS c/o NGU ASONGWED



SXSW 2019 ACTIVATION

ROLE - CREATIVE DIRECTION. CONDUIT BETWEEN INTERNAL RESOURCES & EXTERNAL AGENCIES.
GRAPHIC DESIGN - WINDOW TREATMENTS. MOTION GRAPHICS. BUS WRAP. c/o NGU ASONGWED



REDEFINING AN AMERICAN LEGACY FOR THE NEXT GENERATION

COACH

POINTS OF INTEREST

- Creating a new language for the 75 year-old accessories brand
- Communicating a new identity via contemporary youth culture
- Building concepts & collections for unique activations & shows
- Global sourcing for raw materials, tools & manufacturing
- Design & development of bespoke gifts for VIP customers

DESIGN + MANAGEMENT

SPECIAL PROJECTS

NEW YORK CITY

2014 - 2017



PRIMARY CONSUMER

CLASSIC AMERICAN COOL

PROBLEM – The brand was built on the support of a specific woman, and we couldn't betray her trust.

CULTURE – Coach was started in New York City in 1941, as a manufacturer focused on men's luggage, belts & wallets. When they shifted their attention to the female consumer, they became known as a handbag that mothers gave to their daughters – either as an heirloom or as a gift. Over their first 75 years, they established a reputation for quality, reliability and class. With that said, market share had declined & new ideas were desperately needed in order to pursue growth. Young designers collaborated with senior leadership to maintain these baseline interests.

OFFER – Coach has always provided their customer with a lot of value. The brand recognition is truly important to many, as is the customer service, quality, and affordability. With this foundation, we repositioned Coach as a modern & relevant player on the global fashion stage.

INSIGHTS – There were indeed growing pains. While many legacy customers stood in solidarity with the changes, many took to social media to express their distaste. It is quite a nuanced tension – between supporting a corporation of 10,000 employees, and instilling fresh energy for the years ahead.



SECONDARY CONSUMER

NOUVEAU RICHE

PROBLEM – We needed to offer something so cool that even our consumer's daughter would want one.

CULTURE – In order to attract a new customer, we had to reestablish both the visual and verbal tone of the brand. It was still classic and respected as "your mom's bag" so we built something younger & cooler off of that platform. Carefully considered brand collaborations, celebrity sponsorships of the social media new guard (i.e. actors, musicians, influencers), one-off special projects & events, proper fashion shows and clear references to American cultural tropes rounded out this brave new world.

OFFER – In addition to giving the next generation of women their own heirloom-quality bags to love, we successfully changed people's perceptions about the brand and it's overall direction.

INSIGHTS – Often, creatives feel restricted working for corporate brands. Either there is way too much bureaucracy to feel effective, or the resources are restricted to business efforts and creativity isn't cool. Armed with a financial foundation and innovative design studio processes, we were able to instill a sense of wonder and desire in our customers in a way that nobody really expected of the Coach brand.



A DAY IN THE LIFE

PROCESS

SELF-INITIATED – On the Special Projects team, I was given freedom to explore concepts such as brand collaborations, unorthodox product designs, marketing initiatives, one-off creations for charity, international gifting programs, custom pieces for celebrities, etc. So I created prolifically.

AS-DIRECTED – In addition to the aforementioned freedoms, I also received a lot of great direction from senior leadership. My direct supervisor was acutely aware of previously explored design efforts, and he understood quite clearly the parameters of the brand history & it's customers as we moved forward.

PREPARATION – Downtime between projects meant deep-dive research to the extents of the consumer goods market. Being in New York City gave me unrivaled access to the storefronts of the luxury fashion retailers Coach was competing against directly, as well as retailers across other categories of lifestyle goods. If local resources were flat, we were able to travel internationally to source the manufacturers, tools and techniques most relevant to our changing needs. Additionally, I used the internet to stay in tune with the global market, and I used those websites much in the same way as I used the physical stores – to keep tabs on the greater world of design through a micro + macro lens.

ORDER OF OPERATIONS – Impetus. Discussion. Consideration. Market Research. Reference Gathering. Trend Analysis. Exploration of Form. Sketching. Discussion. Rendering. Confirmation. Technical Design. Sampling. Discussion. Revision. Sampling. Confirmation. Product Development. Manufacturing. Delivery.

RESOURCES – GOOGLE. INSTAGRAM. PINTEREST. TUMBLR. HYPEBEAST. HIGH SNOBIETY. VOGUE. NET A PORTER. MR PORTER. SSENSE. OPENING CEREMONY. REFINERY 29. KHOLE.

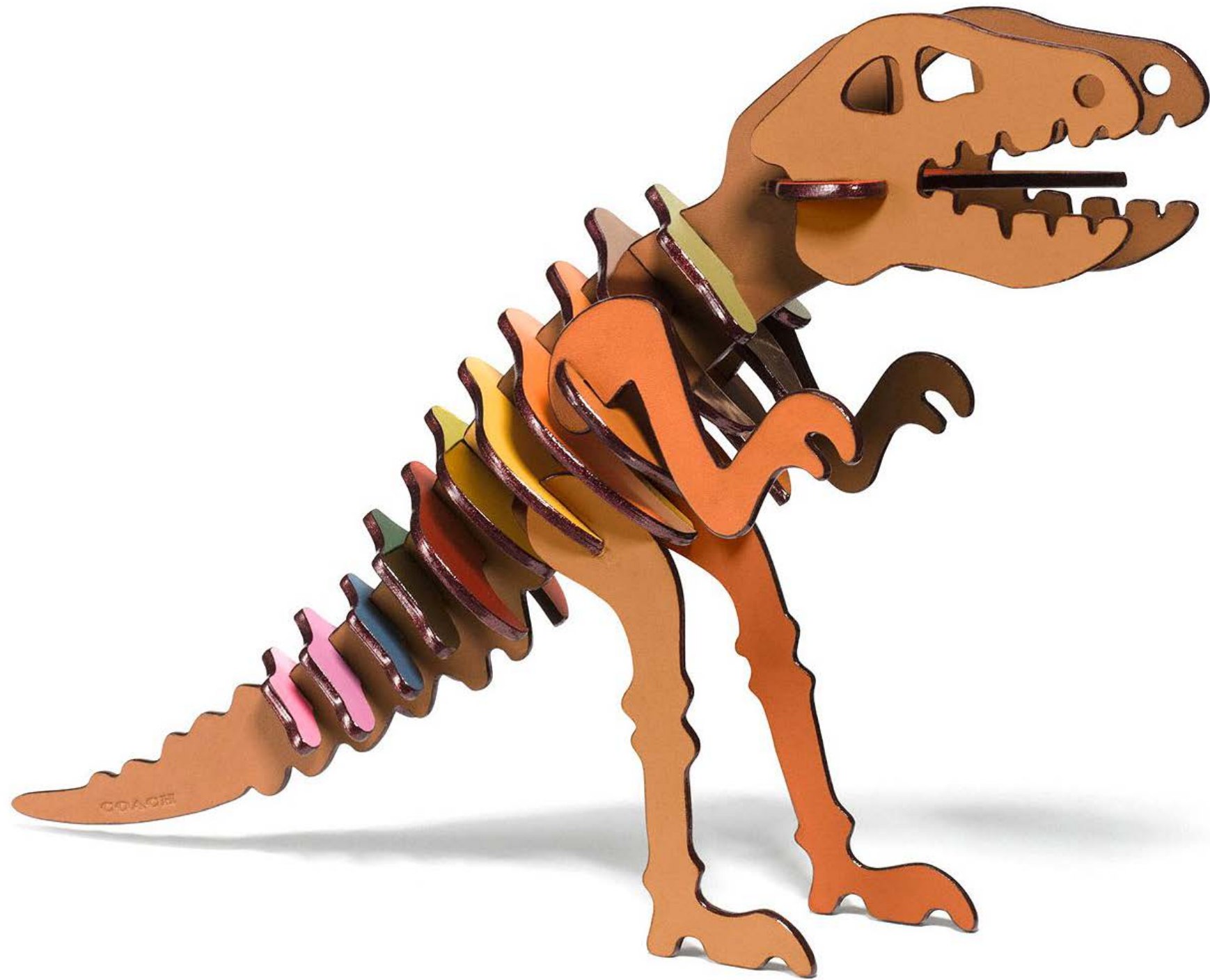
TOOLS – PENCIL + PAPER – Initial concept sketches. DIGITAL IMAGERY – Tear sheets + inspiration. NOTES – Handwritten via collaborative meetings. COLLEAGUES – Reflection + extrapolation + assistance. ADOBE CREATIVE SUITE – PHOTOSHOP – Digital Renderings. ILLUSTRATOR – Technical Blueprints.



REXY THE DINOSAUR

ROLE - CONCEPT CREATION. CHARACTER DESIGN. DIGITAL RENDERINGS.

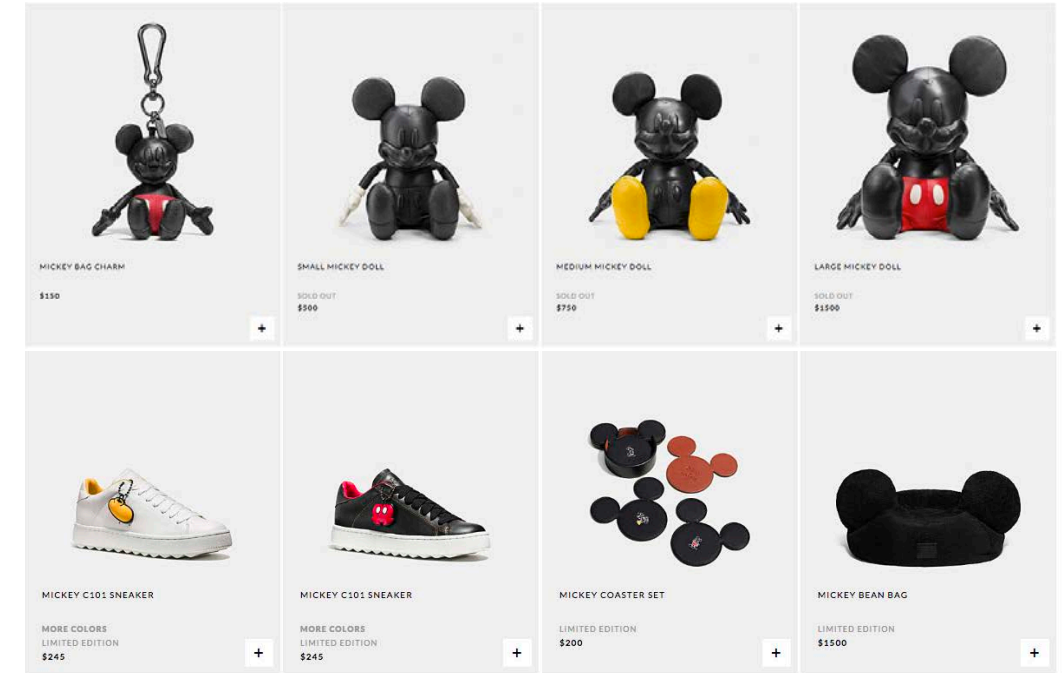
DETAILS - COLLABORATION WITH GLOBAL ENVIRONMENTS TEAM FOR SPECIAL PRESENTATIONS



MICKEY MOUSE

ROLE - COLLECTION BUILDING. ACCESSORY + TOY DESIGN. PRODUCT DEVELOPMENT.

DETAILS - COLLABORATION WITH DISNEY FOR A LIMITED EDITION GLOBAL ACTIVATION.



MICKEY GIFTING

ROLE - PRODUCT DESIGN + DEVELOPMENT - SMALL LEATHER GOODS.

DETAILS - WALLETS. KEYCHAINS. COASTERS. SHEARLING CHAIR.



SNOOPY

ROLE - COLLECTION BUILDING. ACCESSORY + TOY DESIGN. PRODUCT DEVELOPMENT.

DETAILS - COLLABORATION WITH PEANUTS FOR A LIMITED EDITION GLOBAL ACTIVATION.



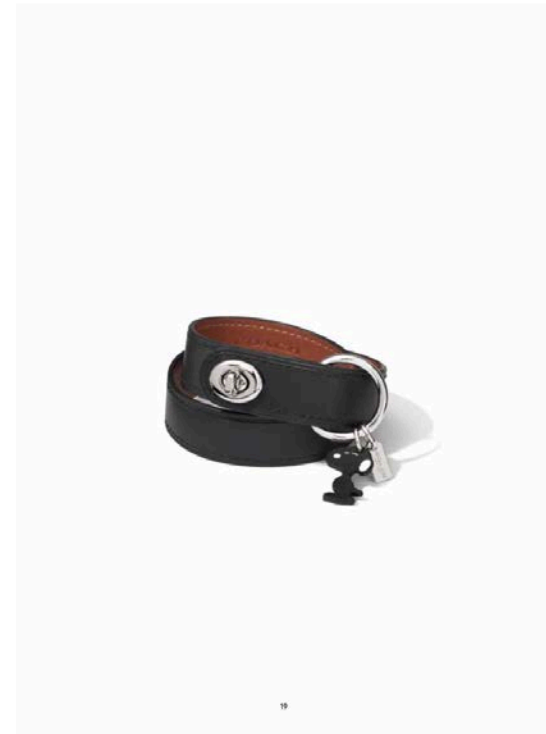
SNOOPY GIFTING

ROLE - PRODUCT DESIGN + DEVELOPMENT - SMALL LEATHER GOODS.

DETAILS - WALLETS. BRACELETS. BOOKMARKS. PINS. TAGS. KEYCHAINS. COASTERS. TOYS.



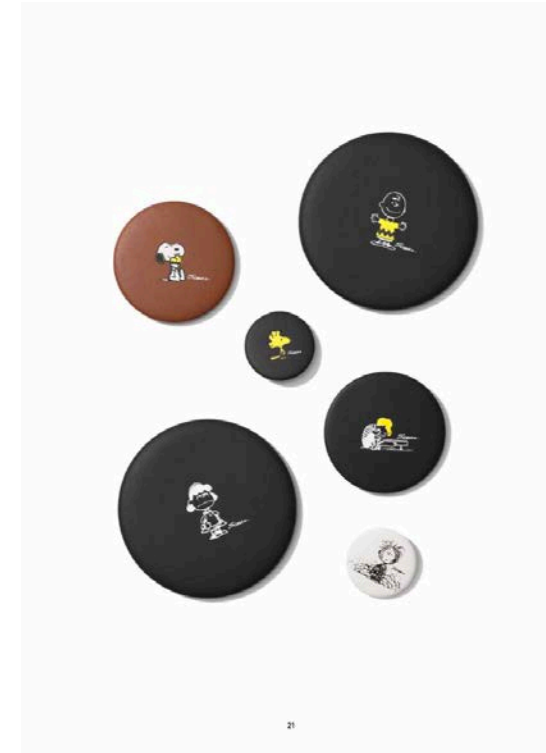
18



19



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21



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23



24



25

BUSTER LE FAUVE

ROLE - COLLECTION BUILDING. ACCESSORY + TOY DESIGN. PRODUCT DEVELOPMENT.

DETAILS - COLLABORATION WITH GARY BASEMAN FOR A LIMITED EDITION SPECIAL PROJECT.



BEARBRICK

ROLE - PRODUCT DESIGN + DEVELOPMENT - ARTWORK / TOYS.

DETAILS - COLLABORATED WITH MEDICOM & HARBOR CITY MALL FOR HONG KONG BLOOD DRIVE.



COACH BE@RBRICK

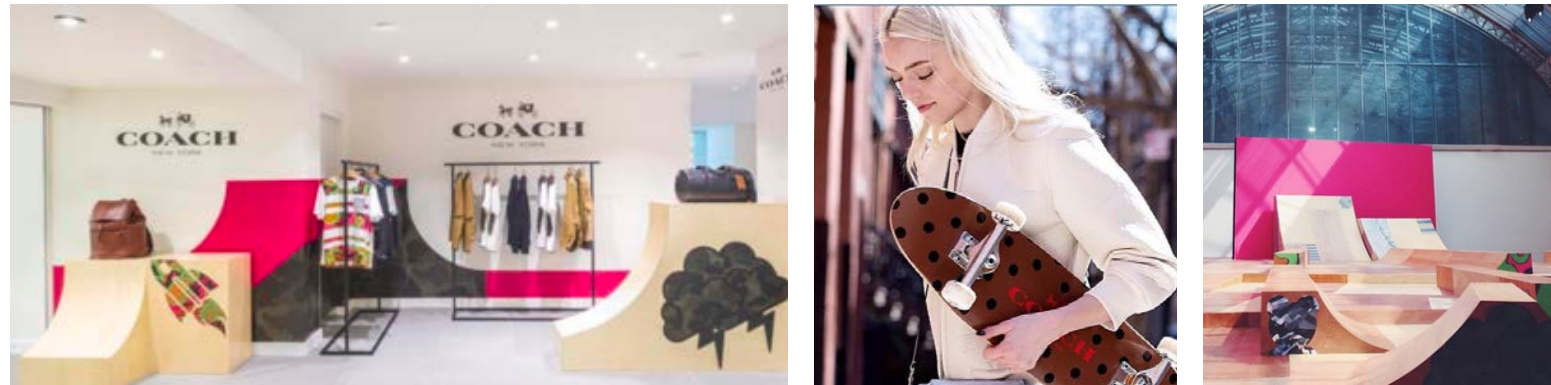
All-American Ivy League meets 1970s punk rock on the Coach BE@RBRICK, a one-of-a-kind piece of art that captures the eclectic spirit of New York. Inspired by the Fall 2016 collection from creative director Stuart Vevers, it features a playful mash-up of hand-painted embellishments, from graphic varsity patches to a pretty constellation of studs. Like team uniforms, each motif signifies allegiance — and being part of the gang.

在英國 Ivy League 遇上 70 年代的搖滾風情，獨一無二的 Coach BE@RBRICK 變種之熊誕生，完美展現出隨性率性的紐約精神。其創作靈感取自創意總監 Stuart Vevers 最新設計的 2016 秋季系列，濃墨重彩、活潑玩味、十足的千禧風範，包括校園徽章和絢爛的霓虹標語。正如不同隊伍的運動制服，每個主題圖案均象徵著忠誠及團體精神。

SKATE / SURF

ROLE - PRODUCT DESIGN + DEVELOPMENT - SKATEBOARDS & SURFBOARDS.

DETAILS - SPORTING GOODS FOR SHOWROOMS & MARKETING. HAROD'S POP-UP. RUNWAY SHOWS.



CRAFTSMANSHIP BAR

ROLE - CONCEPT DESIGN. HARDWARE DESIGN. MATERIALS DEVELOPMENT.

DETAILS - COLLABORATION WITH GLOBAL ENVIRONMENTS TEAM FOR FLAGSHIPS.



GIFTS WITH PURCHASE

ROLE - PRODUCT DESIGN + DEVELOPMENT - SMALL LEATHER GOODS.

DETAILS - INTERNATIONAL GIFT WITH PURCHASE PROGRAM. APAC REGION.



VIP GIFTING

ROLE - PRODUCT DESIGN + DEVELOPMENT - SMALL LEATHER GOODS.

DETAILS - RESERVED FOR CUSTOMERS SPENDING OVER \$10,000 ANNUALLY.



A VISION INTO THE FUTURE

AVENIR

POINTS OF INTEREST

- Concept & development for independent skateboard company
- Design + direction of branding, product, website & social media
- Sourcing domestic hardgoods + softgoods manufacturing
- Talent management & event production for advertisement
- Management of international retail accounts

CREATIVE DIRECTION**SKATEBOARDING****NEWARK NJ****2013 - 2016**

PRIMARY CONSUMER

URBAN YOUTH

PROBLEM – Skateboarders in Newark didn't have a local brand. And they needed one.

CULTURE – Through living in the inner city and immersing myself in the local skate scene I developed a strong understanding of what the youth were interested in. Skaters have immense brand loyalty, aligning their product choices based on very nuanced details, so the only way to truly resonate with this consumer is to speak your truth and present it honestly. These same youth have an understanding of – and aspiration towards – a luxury lifestyle and the proximity to NYC precludes an eye for quality.

OFFER – AVENIR was a multifaceted project, and I'd been skateboarding for 15 years already. I offered the community a brand that represented them by drawing on local inspirations (i.e. museum artifacts as graphics) and referencing important cultural points to teach the youth about the history of their sport.

INSIGHTS – I found that at the grassroots level, skaters who came from the lowest income families were the most fervent supporters – literally saving up whatever they could find to spend it on my luxury skateboard brand. I quietly repaid their gratitude by sponsoring the local rippers, putting the income into events and new products, and donating any profits to relevant charities.



SECONDARY CONSUMER

FASHION ELITE

PROBLEM – Novelty is the blood of the fashion industry. So I created something brand new.

CULTURE – Midtown Manhattan is a unique biome of the global apparel industry, and that's where I've done most of the work in my career. To be active and involved in the social scene after a 12-hour day at work can be brutal. However, there are vast opportunities created by being in a room with the right people, so when looking for wholesale representation I went directly to Nepenthes NY. The store is known for impeccable clothing, premiere service and huge social events to help launch new brands.

OFFER – I presented skateboards, apparel and accessories to the Nepenthes & Engineered Garments teams, and with their help I took over a corner of the store for a pop-up shop. Daiki Suzuki is a skater and surfer, so it was immediately clear to him how my products would be of interest to his customers.

INSIGHTS – This consumer is also very knowledgeable about brands and quality, although from the perspective of having significant discretionary income. I chose this store in specific because I knew that most of their customers work in creative leadership positions, and that many of them had grown up with exposure to skateboarding, streetwear and street culture in general.



INSPIRATION

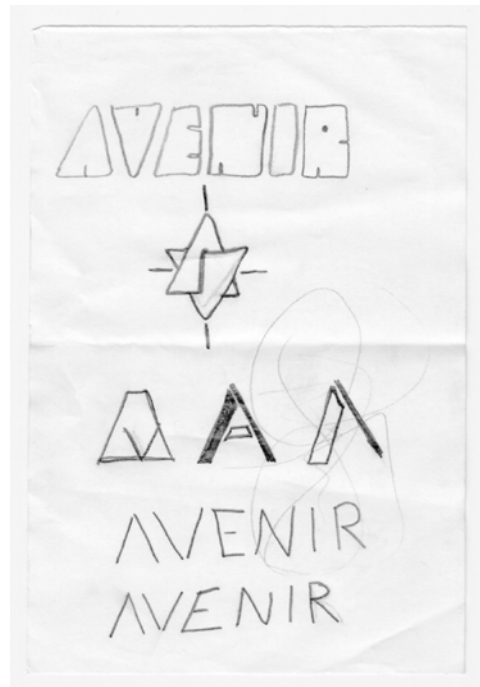
MY CHILDHOOD HOME - CFB CLINTON - VANASTRA, ONTARIO, CANADA
MY FAVORITE SKATE VIDEO - "PHOTOSYNTHESIS" - ALIEN WORKSHOP



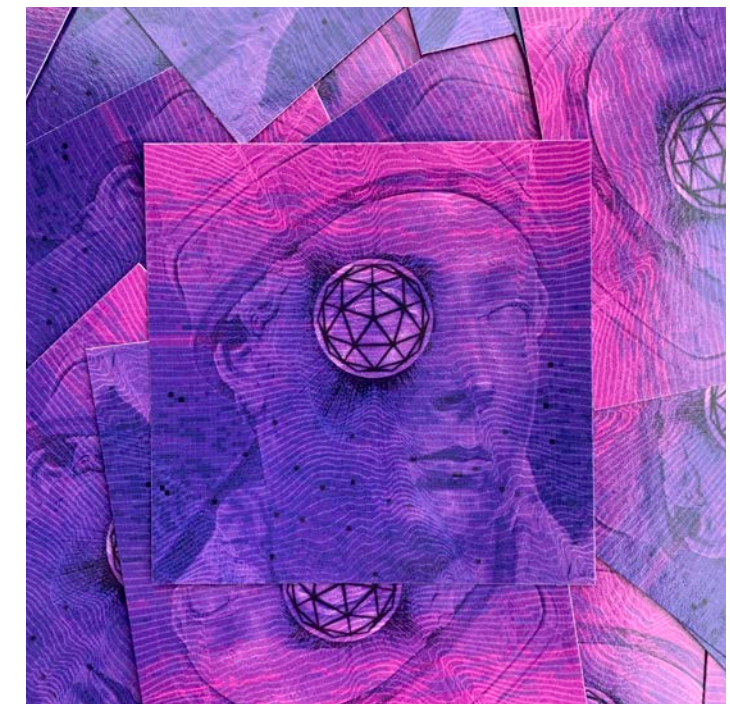
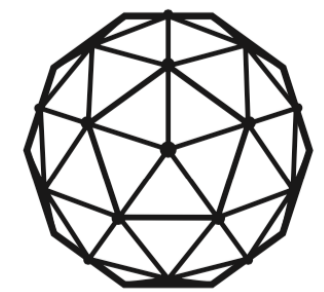
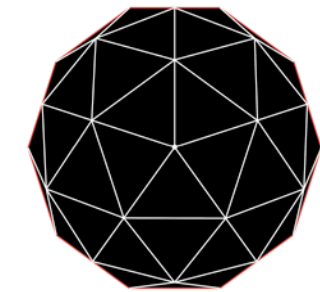
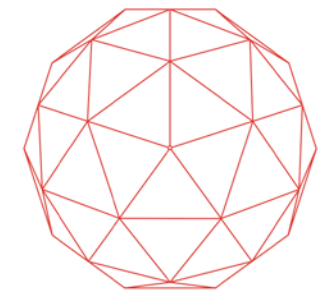
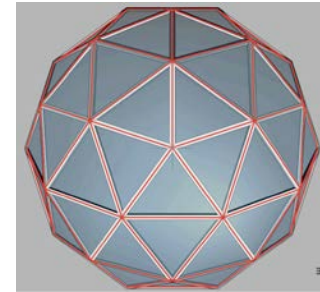
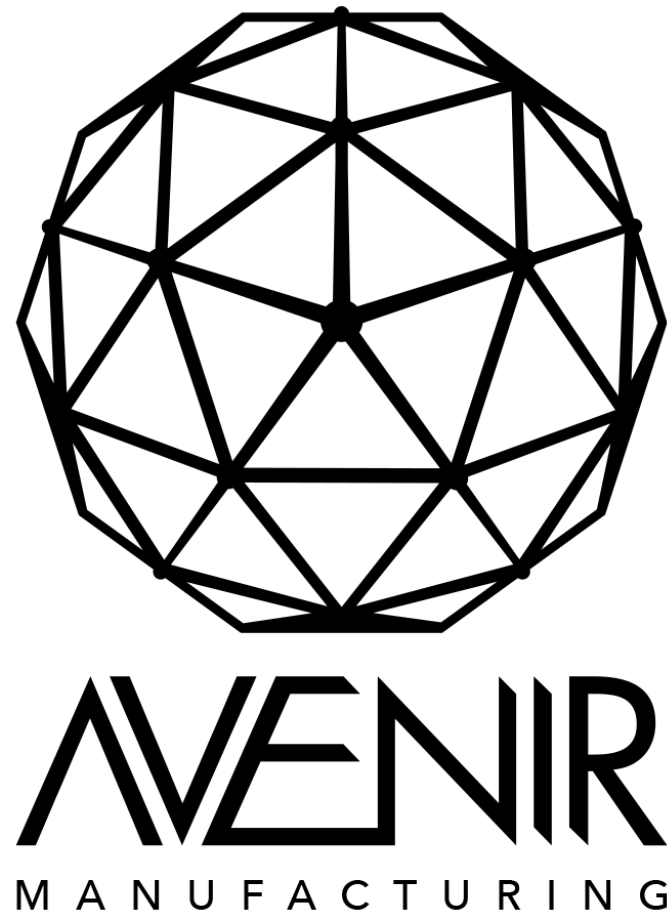
BRANDING

TOOLS - PENCIL & PAPER. ILLUSTRATOR. PHOTOSHOP.

USAGE EXAMPLES - APPAREL DESIGN. SOCIAL MEDIA. STICKERS.



AVENIR
AVENIR
AVENIR
AVENIR
AVENIR



ARTISTIC DIRECTION

ROLE - CONCEPT DEVELOPMENT. TEAM MANAGEMENT. LOCATION SCOUTING.
DIRECTOR OF PHOTOGRAPHY. GRAPHIC DESIGN. PRODUCT DEVELOPMENT.



RESEARCH

ROLE - SOURCING INSPIRATION. TREND ANALYSIS. GRAPHIC DESIGN. DIFFERENTIATING NUANCED CULTURAL PERCEPTIONS vs REALITIES.

Ògún: Iron Technology for Hunting, Warfare, and Social Development
 Because of his association with tools, weapons, and warfare, Ògún is venerated all over Yorubaland. He collaborated with Òbàtálá to create the archetypal human image in addition to using his machete to clear the primordial jungle and laying the foundation for Yoruba culture. The popular name *Ògúnláà* (Ògún paves the way) commemorates this prehistoric event, emphasizing the importance of stone and iron tools in agriculture, hunting, lumbering, building, road-making, carving, urban planning, and warfare. The contributions of Ògún are equally significant in the religious sphere, because metalworkers are responsible for the tools with which worshippers construct shrines and prepare sacrificial offerings. Fellow *òrìsà* hold Ògún in high esteem, since "Any *òrìsà* who does not pay homage to Ògún will use his or her teeth to peel raw yams."⁵³ Like Èsù/Elégbá, the trickster, he is portrayed in many legends as an ambivalent character, a war addict much given to violence. Yet he is widely revered as a genius "who nurtures, protects, and relentlessly pursues truth, equity, and justice."⁵⁴

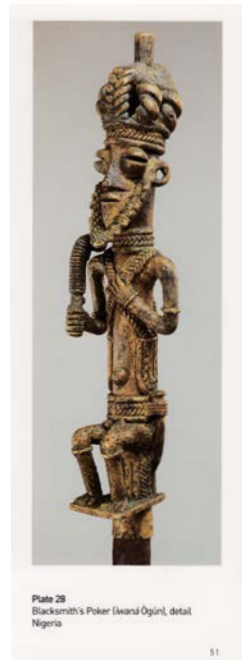
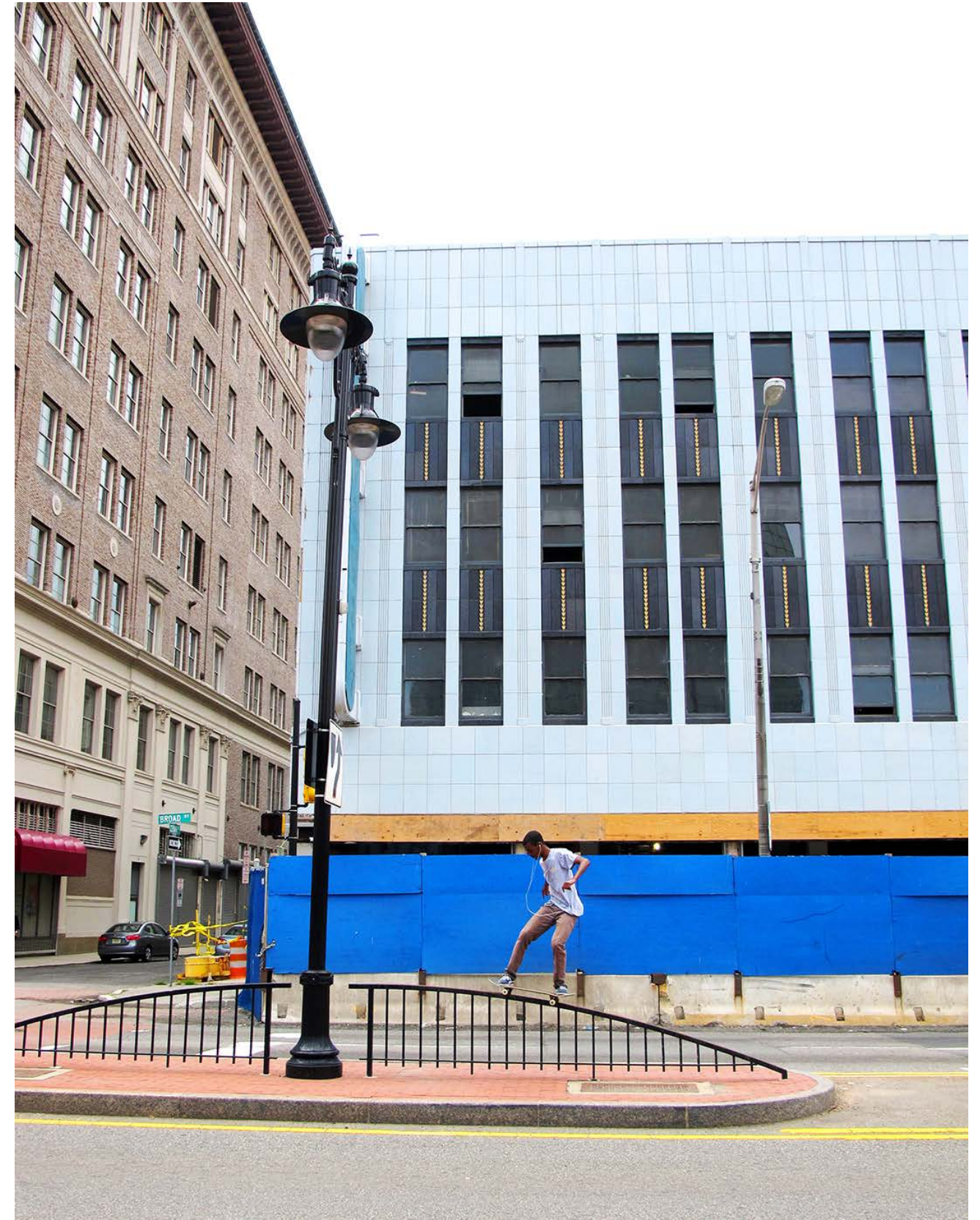


Plate 28
 Blacksmith's Poker (ward Ògún), detail
 Nigeria



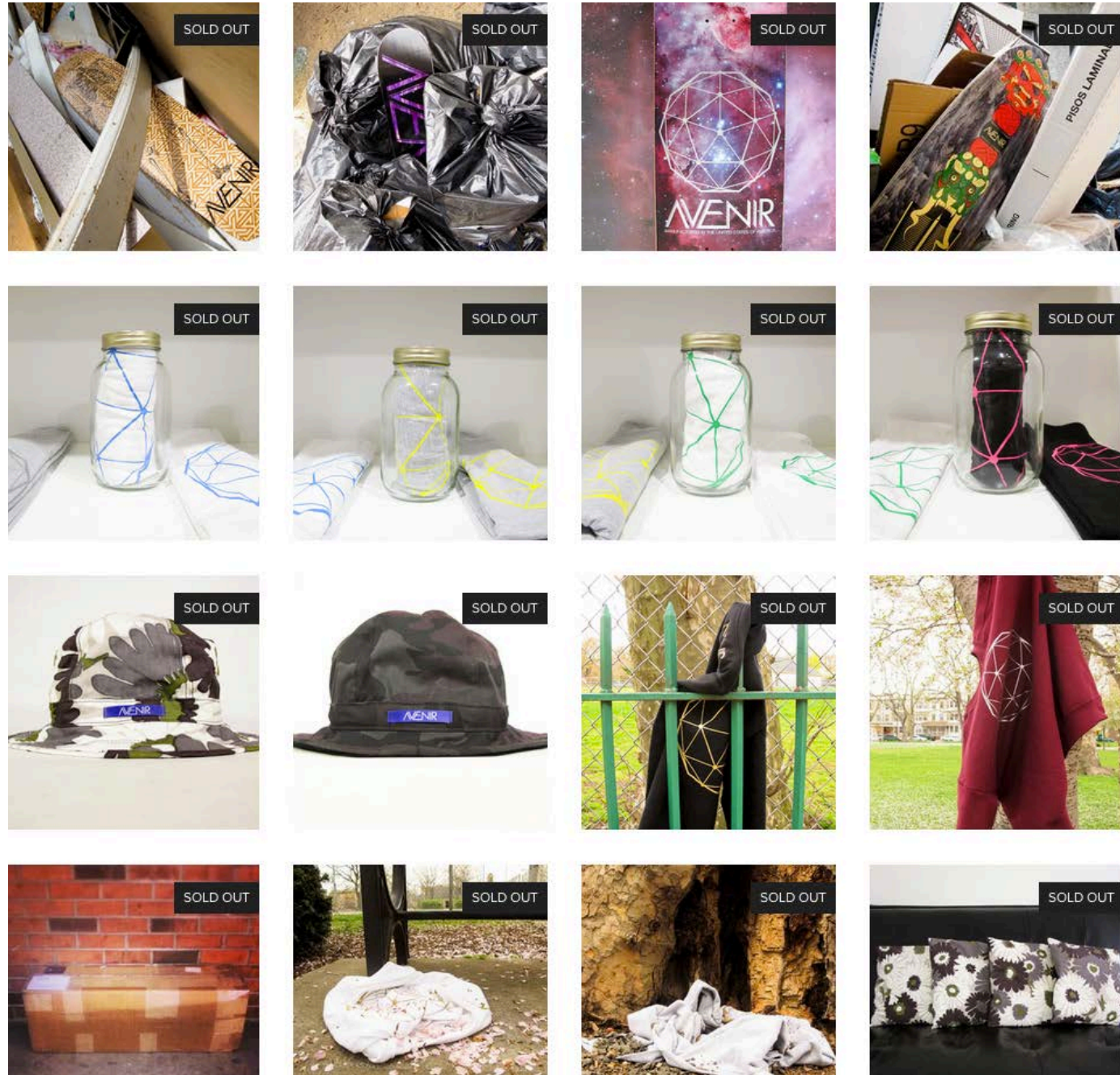
SKATEBOARDING

ROLE - MENTOR & COACH. PHOTOGRAPHER & VIDEOGRAPHER.
CLICK ON ANY IMAGE TO WATCH "CONNECT THE DOTS" VIDEO



E-COMMERCE

ROLE - PRODUCT PHOTOGRAPHY. DIGITAL RETOUCHING. WEB DESIGN.
DIGITAL MARKETING. ORDER FULFILLMENT. CUSTOMER SERVICE.



LUXURY RETAIL

EXAMPLES – POP-UP SHOP with NEPENTHES NY. EDITORIAL with MINI MADRID.
NYC & TOKYO TRIPTYCHS with JIMA (PHOTOGRAPHER ATSUSHI NISHIJIMA)



CONTACT

ALEXANDER@RICHARDSON.WORLD

WWW.RICHARDSON.WORLD

PORTLAND OREGON USA

+1.424.281.8878