

ERIN LANE

 ewill5100@gmail.com
 (225) 938-7275
 linkedin.com/in/erin-lane

SENIOR FASHION DESIGNER

Creative professional blending apparel background and business savvy to design and develop product across the Men's, Women's, Children's, and Home sectors. Oversee production from concept to finished product, collaborating with cross-functional teams to meet customer-specific needs. Develop and implement strategic assortment plans that clearly communicate a brand's unique story. Record of success establishing startup companies, helping new entrepreneurs determine their design aesthetic and develop confidence in their brands and processes. Organized and results-driven team player, able to collaborate with fabric mills, suppliers, buyers, and designers to meet strict deadlines. Areas of expertise and technical skills include:

Conceptual Design | Fashion Illustration | Pattern Making | Technical Design | Garment Cost Engineering
Product Development | Market Research | Trend Analysis | Branding | Startup Consultation
Adobe Suite (Photoshop, Illustrator, InDesign) | MS Office (Word, Excel, PowerPoint, Outlook) | FlexPLM | CLO 3D

EXPERIENCE

AUG 2010 -
PRESENT

Senior Designer, St. John's Bay Men's

JCPenney

Feb 2023 – Present

Drive design process from concept to execution for the St. John's Bay menswear label. Build the overall creative vision for each delivery including color, pattern, and silhouette direction, maintaining brand consistency and fostering growth from proven success, market analysis, and white space opportunities.

Designer, Women's Tops & Outerwear

JCPenney

Lead design & concept for Worthington knit and woven tops, private label outerwear.

Feb 2021 – Feb 2023

Designer, Men's Outdoor & Outerwear

JCPenney

Jun 2019 – Feb 2021

Design and curate the SJB Outdoor shop, an extension of in-house brand St. John's Bay (SJB), including knit & woven tops, jackets, vests, waterproof pants, and other outdoor gear. Design & develop the outerwear, non-denim bottoms, and swim categories for JCPenney private label menswear brands. Source fabrics, develop wash/finishes, and create tech packs for all categories. Identify mood, color palette, and story behind each product delivery. Collaborated with textile, technical design, sourcing, product development, and buying departments.

- Created eco-friendly branded trim library (20+ trims) for SJB Outdoor fall 2020 collection. Collaborated with textile team and multiple suppliers on trim logo art, details, materials, and finishes.
- Developed/costed sustainable versions of branded and non-branded fabric (i.e., REPREVE vs. generic recycled polyester).
- Served as key member of the Cross Training and Career Development (CTCD) Committee. Co-developed mentor mixer events and spoke at senior VP's quarterly meeting on progress, resources, and feedback.
- Mentored/supervised design trainee on projects & presentations.

Associate Designer, Women's Modern Tops

JCPenney

April 2015 – Jun 2019

Designed and developed knit & woven tops for private labels Worthington and a.n.a, ensuring products adhered to brand identity, market trends, and consumer needs. Curated and developed separate fabric assortments, which differentiated the brands to serve each customer's aesthetic, values, and lifestyle. Traveled with buyer on overseas development trips. Shopped competitively to maintain awareness of latest trends, competitor programs, and retail strategies.

- Designed & established key programs for Worthington and a.n.a. tops for multi-season deliveries establishing foundational items that drove business & built brand identity
- Utilized 3D imaging to reduce sampling by 50%, create virtual design changes/body fills, and ensure best fit.
- Shortened production timeline from 16 weeks to 9 weeks by developing calendar with sourcing to react to runway and chase into trend-right prints on the floor.
- Served as creative lead on spring 2019 capsule collection for a.n.a, inspired by runway working closely with

Senior Assistant Designer, Multiple Women's Categories

JCPenney

April 2012 – April 2015

Held various roles designing sweaters, knit tops, and dresses for private brands Worthington, Liz Claiborne, and a.n.a. Served as the sole designer of private label accessories, (cold weather and summer shop).

- Produced sketches, technical flats, and body fills in Illustrator. Generated and updated tech packs. Requested and tracked samples from multiple countries and suppliers via Flex PLM. Created and managed line sheets by delivery.
- Researched fashion and market trends to develop fabric and trim collections. Created color, fabric, and mood boards. Worked closely with product development, sourcing, technical designers, and merchants to develop and assort line from concept to finished product.

Assistant Designer, Soft Modern Home

JCPenney

Aug 2010 – April 2012

Designed bedding, blankets, and throws for Studio, Liz Claiborne, Linden Street, and JC Penney Home lines. Developed and sourced fabrics. Designed embroidery layouts. Collaborated with textile team on bedding artwork

- Graduated from the JCPenney trainee program as the highest scoring design trainee, earning promotion to assistant designer.

JUNE 2014-

JULY 2016

Designer and Consultant

The Proper Peony Children's Clothing

Consulted with 2 owners to design and develop cohesive collections for girls and boys clothing.

- Provided consulting regarding timeline, calendar, and communication tools for production.
- Created linesheets to organize development by size, cost, style #, and colorway.
- Researched vintage clothing and market trends to develop original embroidery artwork for each style.
- Created sketches, technical flats, and CAD body-fills in Illustrator for the entire collection over the course of 5 different seasons.

DEC 2009 -

MAY 2010

Store Manager

CURRIE Boutique

Maintained and tracked inventory. Responsible for visual merchandising of store windows and displays. Worked towards financial goals, analyzed variances, and initiated any necessary corrective action. Offered styling services for clients. Graphic designer of monthly social media ads and newsletters.

JUNE 2009-

JAN 2010

Pattern-maker and Sample Maker

Red Beans Children's Clothing

Developed patterns, constructed samples for all styles of Spring 2010 Collection, including boy and girl clothing. Developed basic blocks, determined company's sizing chart. Assisted with design details and direction. Worked with all aspects of production: grading, cutting, sewing to company standards and specifications.

EDUCATION

2005-2009

BA in Fashion Design

Minor in Business

Louisiana State University