

MICHAEL S. BUTLER

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PROFILE

Leader, mentor, coach and results oriented Fashion Design pro with over 20 years of experience. Strong, creative and technical all while keeping an eye on what is NEW AND NOW! WEBPDM, PLM, illustrator and MicroGrafx. Extensive European and Far east travel for trend research and theme inspiration. Keen understanding of the contemporary global consumer.

EMPLOYMENT

2021 - Present **FLEURETTE/MYCRA PAC** DESIGN CONSULTANT

* Design, illustration, tech packs, hand sketching and photo shoots for a luxury Outerwear brand.

2008 - 2020 **EILEEN FISHER** SENIOR DESIGNER

- * Played a key role in updating a modern Bridge collection through research, sketching, tech packs, fittings while maintaining the brands DNA.
- * Tracked emerging fashion trends while partnering with the merchandising and technical design teams.
- * Created a contemporary Menswear prototype collection. **Results: Eileen Fisher grew from 200 to 500 million in sales and continues to be one of the best selling collections at the bridge and contemporary price points.**

2007 - 2008 **SIGRID OLSEN** DESIGN DIRECTOR

- * Developed a new contemporary lifestyle Collection that included new concepts, fabrics research, color pallets and denim designs.
- * Worked closely with the Creative Director, Sigrid Olsen and the merchandising/production teams for a clear design point of view. **Results: The new direction won raves from WWD, and the CEO and management of Liz Claiborne**

2003 - 2007 **DESIGN CONSULTANT** INDEPENDENT

CLIENT LIST: CHARLES NOLAN ESPRIT OSCAR DE LA RENTA SAKS FIFTH AVENUE

2002 - 2003 **ANNE KLEIN** DESIGN DIRECTOR

- * Designed the AK Anne Klein collection, creating new casual sportswear, dresses, suits and denim products.
- * Researched concepts, trends, fabric and design ideas.
- * Reported to the VP of Design, Charles Nolan, and worked closely with the Merchandising and technical teams to develop a new modern better priced collection.
- * Managed a design team of four. **Results: The new Direction resulted in the collection being received in 50 new doors!**

2001 - 2002 **LVB STUDIO** OWNER/CREATIVE DIRECTOR

- * Created a new young designer brand at the contemporary price point. **Results: The collection caught the attention of Vogue, WWD, Vibe Magazine, Barney's, Gen-Art and the City Museum of New York.**

1998 - 2001 **EXPRESS** SENIOR DESIGNER

- * Collaborated with the design team to develop seasonal concepts, brand image, and design direction for a women's contemporary collection.
- * Developed the women's Outerwear collection while with vendors and factories in the Far East and Europe. **Results: The outerwear division became one of the most successful categories within the company, increasing sales by 200% and generating \$60 million annually.**

EDUCATION

PARSONS SCHOOL OF DESIGN
UNIVERSITY OF TENNESSEE

AA FASHION DESIGN
BFA FINE ARTS/GRAPHIC DESIGN