

TONYA BLAZIO-LICORISH

608 EASTERN PKWY, BROOKLYN, NY 1 1225

TLBZ9@AOL.COM

646 509 0584

PRODUCT DEVELOPER

Fashion and apparel professional with a diversified background in domestic and import product development and management. Detail-oriented with highly developed collaborative and interpersonal skills and an in-depth knowledge of how to insure a store-salable product. High performer in deadline-sensitive environments within a competitive industry.

Experience includes the following:

PRODUCT MANAGEMENT

Overseas Product Development
Merchandise Line Assortment
Quality Control
Source Yarns, Fabrics and Trims

TECHNICAL

Garment Evaluation
Technical Specs
Knit Graphs/Embroidery Layouts
Factory-ready Tech Packs

DESIGN

Silhouette Design
Color/Trend Management
Art/Graphic Direction
Fabric/Print Direction

PROFESSIONAL EXPERIENCE

MPDClick.online/Mudpie, Lockerly, Romsey UK

2007-Present

Trend Researcher & Photo Journalist

Research, analyze and document new and emerging market and design trends in the apparel, accessories and home furnishings industries, for use in developing seasonal lines and sales initiatives. Attend trade shows, interview designers and companies, and shop local markets to establish trend "right" visual and written reports for *MPDClick.online* web magazine.

Paris Accessories Inc., New York, NY

2003-2006

Senior Product Designer

Managed line build for all cold weather and seasonal accessories from concept through completion. Worked with sales department and management to develop a salable product through effective presentations and daily communication. Merchandised and planned line assortments; negotiated directly with vendors to source and develop cost-effective materials for line build. Established and maintained technical packages, line lists and color standards; coordinated and fit sample prototypes. Built design support team and motivated team members. Traveled to overseas factories for initial line development, sampling and quality control. Key achievements included:

- Designed and developed \$10 million campaign for Target Dollar Spot: sales exceeded projected goals by 300%.
- Established new private label accounts within several department stores, including WalMart, May Company and Kohls.

Donnkenny Apparel Inc., New York, NY

2002-2003

Senior Product Designer

Managed design process to establish new direction for private label brand of knitwear. Created and approved original artwork, knit graphs and lab dips for line build and development. Conducted fit sessions to correct development and pre-production samples to adhere to initial technical development specs. Worked with textile studios to insure consistent color and trend direction. Initiated implementation of Primavision Design Software as design platform for private label knits and sweaters. Managed all C.A.D. presentations and utilized Justin tracking systems for input of technical packages for line build.

Designer, New York, NY

1992-2001

Worked as full-time product designer/consultant within the fashion and interiors industries, utilizing skills in C.A.D design, technical design, silhouette direction and product management.

EDUCATION

Fashion Institute of Technology, New York, NY

1990-1994

BFA in Fabric Styling; **AA** in Fashion Design

TECHNICAL PROFICIENCY

Platforms: Mac OS X 10.4.11, Windows

Applications: Primavision Software (Lectra), Microsoft Office Suite (Word, Excel, Outlook), Adobe Illustrator and Photoshop (certificate of completion from Xincon Technologies, 2006), Acrobat, Justwin Product Management Tracking Systems, Fetch-File Transfer Systems

OVERSEAS TRAVEL

Import Product Development : India, China, Taiwan

Trend Research: Japan, London, Paris