

# Alice M. Flynn

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## Profile

Visionary Executive with twenty-plus years of domestic and global experience in merchandising, design, product development, licensing, sales and brand building. A creative design merchant with knowledge and expertise across a wide breadth of product categories including menswear, denim, childrenswear, sport, womenswear, underwear, shoes and bags. Exceptional leadership, strategic business planning and organizational skills.

## Tommy Hilfiger, Inc. New York, NY & Amsterdam, Netherlands 1994-2013

### Executive Vice President NA Men's and Children's Design, NY 01/2013-06/2013

- Responsible for product and business development of a \$120 million dollar Men's wholesale business and working with a team of 21.
- Oversaw in-house licensed design team and worked closely with all external licensed partners representing \$160 million dollar annual budget including; men's outerwear, tailored clothing, dress shirts and ties, socks and underwear, men's and women's golf and boys 2-20 collections.
- Lead mens and boys outlet design team with a seasonal budget of \$140 million dollars.

### EVP Men's Design and Merchandising 09/2010-12/2012

- Successfully transitioned \$25 million dollar in-house children's business and a \$11 million dollar in-house underwear business to external licensee ensuring full integration of teams and a seamless transition of product, based on new managements direction.
- Repositioned \$115 million dollar mens sportswear collection resulting in 9% increase year on year and 12% increase in AUR focusing on brand attributes with a complete 360 degree process. Grew business to \$150 million.
- Re-launched Canadian Bay Department store business in 60 doors for Fall 11, quickly going to 90 doors in Q4 based on +45% to plan in Q3. Grew business to \$28 million.
- Traveled globally for trend research and product development.

### President, Children's Wholesale Division 01/2008-09/2010

- Re-launched and managed \$20 million dollar children's 2-20 business exclusively with Macys, rolling out to 200 doors across the USA.
- Partnered with in-house creative team in developing a \$2.3 million dollar fixture program that rolled out to all Macys doors for launch and included five flagship shop in shops.
- Developed time in action calendar and process for working with Macys executives in exclusive partnership deal.
- Worked interdepartmentally with company store production team to fit, cost and manufacture the seasonal collections ensuring that gross margin goals were met.
- Collaborated with marketing department in developing co-op launch strategies with a budget of two hundred and seventy thousand dollars including Tommy's favorite things campaign, dot com landing pages, father's day media and sweepstake program.

### EVP Men's Sportswear and Underwear Merchandising and Design 05/2007-12/2008

- Managed 18 member design, merchandising, fabric and CAD team that worked into a \$91 million dollar annual budget. Focusing on class repositioning, seasonality, read & react and trend right, brand right, value right products that repositioned the TH business in the market place. Picking up \$1.5 million dollars in Q1 and Q2 in woven, sweaters and denim from refocus efforts and 9% less in gross markdowns.
- Re-established a \$7 million dollar men's underwear collection working with external production licensed partner to create new fits with updated modern fabrics as well as initial concepts and color direction to final line sign off.
- Envisioned and created new underwear packaging and in-store campaign by setting tone, look and feel of packaged program and model selects.

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## **EVP Men's & Women's Merchandising & Design USA Wholesale**

**10/2006-05/2007**

- Repositioned \$136 million dollar men's and women's TH brand in the US market resulting in a 11% comp increase in mens in first half and a 29% comp increase in womens with a 15% increase in their AUR for the same period.
- Rebuilt and directed a 38 member team of designers, merchants, fabric R&D and CAD designers to reinvigorate the brand principles, focus on our core customer and design great brand right product.
- Collaborated with mens and womens design directors on line content, from initial seasonal concept and color direction to final line presentation to senior management. Previewing collections to key retailers and worked closely with sales team on assortment plans.
- Continued to work collaboratively with EU counterparts to ensure global brand consistency in product and message.

## **SVP Corporate Design and Merchandising - Amsterdam**

**06/2005-10/2006**

- Worked globally together with 10 European countries, 6 divisions representing \$550 million in annual sales as well as several international licensees in sign off and approval of seasonal design direction and execution of all collections.

## **SVP Hilfiger Denim & Corporate Design and Merchandising**

**04/2004-05/2005**

- Responsible for running \$87 million dollar mens and women's denim business with 38 team members. Grew business first year by 38% and second year by 20% with an 5% increase in AUR in second year and an increase in girls penetration by 3% to 42% total. Left division with budget of \$144 million dollars including forward orders, re-orders and replenishment product.
- Traveled extensively and worked directly with 10 EU country management teams to develop locally their individual business needs.
- Developed seasonal marketing initiative and international trade show venues.

## **SVP of European Design**

**10/2002-04/2004**

- Support and coordinate all internal divisions, while reporting to EU CEO, with annual budget of \$230 million euros focusing on color and theme approvals and collection reviews while acting as a bridge between NY and EU design offices.
- Recruited and developed in-house design teams as local needs became bigger focus.
- Established guardrails and shared best practices with division to prevent cannibalization of collections. In addition to creating time in action calendar and collection sign off for licensed businesses to ensure cohesive collection presentations.

## **SVP Tommy Jeans Design**

**2001-2002**

- Re-energized and directed design team of 23 working with design directors to set seasonal concept and color direction with collection sign off responsibilities.
- Worked closely with merchants to maximize style/sku counts and production to manage margin requirements and revised and optimally managed the calendar for the division.

## **SVP Children's Design**

**1994-2001**

- Established 7 children's design divisions and directed an 18 member design team with \$325 million in annual sales including boys 2-20, girls 2-16, infant and toddler and layette.
- Launched boys tailoring and children's underwear while acting as merchandising consultant for Japanese, Panama, European and Canadian licensee businesses. Design consultant on American Boys Choir, Tiny Green Thumbs with CZ Guest, Nintendo Video Games and FAO Schwartz TH doll collection.

## **Glint Inc., New York, NY/ Los Angeles, CA - Head Designer**

**1993-1994**

- Designed and merchandised mens sportswear branded collection working on both coasts.

## **Nautica International, New York, NY - Designer**

**1991-1993**

- Designed Outerwear, Swimwear and Bottoms for David Chu owner and head designer.

## **J Crew, New York, NY - Design Assistant**

**1989-1990**

- In studio artist in print and pattern development

## **Education:**

- Marymount College, Tarrytown, New York, Bachelor of Science, Fashion Design London College of Fashion, London England, Magna Cum Laude.