

Alice M. Flynn

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Visionary Executive Leader with twenty-plus years of domestic and global experience in merchandising, design, product development, licensing, sales and brand building.

A creative design merchant with expertise across a breadth of product categories; menswear, denim, childrenswear, sport, womenswear, underwear, shoes and bags.

Exceptional strategic business planning and organizational skills.

Kenneth Cole Productions, New York, NY

01/06/16 present

Senior Vice President Creative and Merchandising

- Responsible for setting and presenting bi-annual seasonal corporate concept direction to in-house and external domestic and international licensed partners and ensuring the black thread connects process from concept to completion.
- Oversee internal creative and trend team of four. Work cross functionally with 20 team members. Work closely with 23 external domestic and five international licensee teams, representing a significant portion of revenue, which includes men and women's apparel, men's tailored clothing and men and women's accessories.
- Working closely with men and women's internal footwear business leaders, merchandising and design teams to elevate collections and create consistent brand message along with spearheading the team to creation their first dual gender technical footwear program.
- Successfully transitioned 25 million dollar in-house men's sportswear business to a licensed business, while providing new direction for both labels and helped define the product point of view.
- Introduced, established and directed brand standards guide for all hardware, trims and print direction across all classifications of business.
- Involved in turning freestanding full price retail store into a profitable business by helping to build better assortments, providing a point of view along with creating impactful mannequins and store window displays.
- Elevated the voice of the international licensing team by working closely to educate in-house teams of importance of global business for future growth.
- Advise and guide design of special projects for CSR for Rock the Vote, World AIDS Day and Gay Pride Month.
- Worked hand in hand with Visual team to create cohesive seasonal showrooms, presentation spaces and trade fair booths.

Iconix Brand Group, Inc. Entertainment Division, New York, NY **06/2014-10/2014**

Freelance Design/Merchandising

- Supervised executive director, account manager and CAD designer on day to day business and product developments.
- Provided trend, color and pattern direction for Peanuts brand seasonal design briefs for two labels.
- Interacted with over 20 soft and hard good licensed partners providing merchandising and design direction and sign off.

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.
- 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

- 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 dollars.
- Successfully transitioned 25 million dollar in-house children's business and an 11 million dollar in-house underwear business to external licensee ensuring full integration and seamless transition.
- 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.

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Tommy Hilfiger, Inc. (continued)

President, Children's Wholesale Division

01/2008-09/2010

- Re-launched and managed P&L of 20 million dollar children's 2-20 business exclusively with Macys.
- Partnered with in-house creative team in developing a 2.3 million dollar all door fixture program.
- Developed time in action calendar and process for working with Macy's executives in exclusive partnership.
- Worked interdepartmentally with company store production team ensuring gross margin goals were met.
- Collaborated with marketing department in developing a two hundred and seventy thousand dollars co-op launch strategy including Tommy's favorite things, .com landing pages & Father's Day media.

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 brand in the market place. Picked up 1.5 million dollars in Q1&2 in woven, sweaters and denim and 9% less in gross markdowns.
- Re-established 7 million dollar men's underwear collection with external production licensed partner.

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

10/2006-05/2007

- Repositioned 136 million dollar men's and women's division in the US 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.
- Previewing collections to key retailers and worked closely with sales team on assortment plans.

SVP Corporate Design and Merchandising - Amsterdam

06/2005-10/2006

- Worked globally together with 10 European countries, 6 divisions representing 550 million dollars in annual sales including international licensees with sign off and approval of all collections.

SVP Hilfiger Denim & Corporate Design and Merchandising

04/2004-05/2005

- P&L responsibilities for 87 million dollar mens and women's 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 30% to 42% total. Final budget was 144 million dollars.
- Traveled & worked with 10 EU country management teams to develop their local business needs.

SVP of European Design

10/2002-04/2004

- Support and coordinated 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 offices.
- Recruited and developed in-house design teams and established guardrails and shared best practices.

SVP Tommy Jeans Design - New York

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.

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 & toddler and layette.

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

1993-1994

- Designed and merchandised mens sportswear branded collection working on east and west coast.

Nautica International, New York, NY - Designer

1991-1993

- Designed and merchandised mens 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.