



DAVID WAYNE COCKRELL
DESIGN

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MENSWEAR DESIGN CONSULTANT.

NYC & L.A. / Jan. 2014 to present.

- Designer of high end outerwear and Menswear collections, accessories & special projects.
- Developed fabrics, spear headed new collections, created trends/concepts & generated color palettes for multiple brands including:

HOLDEN OUTERWEAR, TODD SNYDER, BONFIRE SNOWBOARDING, SIMON MILLER, BIRCH-BOX, NICK WOOSTER, YEEZY, WOOLRICH JOHN RICH AND BROS, UNDER ARMOUR, WOOL-MARK, TRAVIS MATHEW, MERCEDES AMG.

BROOKS BROTHERS.

NEW YORK CITY, NY / Jan. 2012 to Jan. 2014.

- Design Director Men's Red Fleece, Leather Collections, Ski, Golf, and Tennis.
- Updated and created a new active sports division for Brooks Brothers.
- Lead the development of Outerwear across all Men's divisions.

ANDREW MARC.

NEW YORK CITY, NY / Feb. 2009 to Aug. 2011.

- Men's Design Director for Andrew Marc and Marc New York collections.
- Responsible for all design details for these high end luxury outerwear brands with retails from \$300-\$1200.
- Hired to design and start up new sportswear concept for the Andrew Marc and Marc NY brands.

U.S. ARMY BRAND.

NEW YORK CITY, NY / Aug. 2007 to Jan. 2009.

- Creative Director and founder of this new MENS & BOYS brand.
- Established Brand identity and hired the staff to develop this widely accepted new clothing line.
- U.S. Army Brand was the 1st clothing Co. licensed by the U.S. Govt. to use the name U.S. Army.
- U.S. Army Brand launched Fall 08 in over 600 stores including Sears, SAKS, Urban Outfitters grossing over \$6M.

GAP INC.

NEW YORK CITY, NY / Jan. 2003 to Aug. 2007.

- Senior Designer Men's Gap Brand.
- Categories: Outerwear, Project RED, Specialty Denim, Premiere Collections for Top Stores.
- Designed and created all manner of OW: waterproof, denim, down, leather/suede, wool, vests, & technical pieces.
- Developed a previously non-existent Gap Brand Blazer Business.

ADIDAS.

NEW YORK CITY, NY / Nov. 2002 to Jan. 2003.

- Freelance Designer Adidas Originals Heritage Collection.
- Designed vintage inspired active apparel for the Original collections.

ABERCROMBIE AND FITCH.

COLUMBUS, OH / May 1999 to Nov. 2002.

- Designer Outerwear/Activewear/Surf/Gymwear/Woven Shirts for men and boys.
- Developed, designed and created "Abercrombie Gym Issue," brand.
- Achieved a winning program by working closely with CEO Mike Jeffries to create the A&F "look."

ESPRIT de CORP.

SAN FRANCISCO, CA / Sept. 1997 to April 1999.

- Garment Specification Technician, DKNY & Esprit Kids Production.
- Rendered computer drawings detailing all garment details and created technical packages.

BLACKSPOON SNOWBOARD WEAR.

TAHOE CITY, CA / 1992 to 1997.

- Cofounder & Partner, responsible for growing annual sales from 15K to 1 million in 3 years.
- Designer of men's waterproof, breathable outdoor clothing line.
- Resourced and negotiated domestic & overseas manufacturing, sales and marketing strategies.

GLACIER WILDERNESS GUIDES.

WEST GLACIER, MT / Summers 1989 to 1996.

- Guided groups of 2-30 people through the wilderness of Glacier National Park.
- Carried out the safe completion of multi-day whitewater & backpack trips.

EDUCATION.

Pacific Lutheran University, Tacoma, WA. Bachelor of Fine Arts.

ADELAIDE University, South Australia, Graphic Arts.