

ALLA DUPONT
DESIGN DIRECTOR

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Innovative and results-driven **Apparel Design Director** with 16 years of progressive experience in the fashion industry. Ivy League-educated with a proven track record of driving revenue growth, cultivating high-performing teams, and delivering customer-centric, trend-forward collections. Demonstrated success in achieving continuous promotions by leveraging creative expertise, strategic vision, and exceptional leadership skills. Passionate about fostering brand identity while delivering designs that exceed business objectives and resonate with a variety of markets.

EXPERIENCE

Pivot Apparel, New York, NY

Vice President of Design: 2023-Present

Design Director: 2022-2023

Senior Designer: 2020-2022

- Spearhead the overall vision for all womenswear product, managing a team of 8 designers and artists across 4 brands and 6 private label businesses in Missy, Petite and Plus
- First round hire, instrumental to company's growth and operational success, building a 34M business in 4 years
- Manage 350+ styles per quarter in knit and woven tops and bottoms, dresses and sweaters
- Drive year-over-year growth achieving 250% increase in BJ's Stores business within 2 years
- Drive brand growth through close partnership with clients, sales analyses, and exemplary sell-through rates
- Accounts: Ross Stores, BJs, Burlington, Bealls, FleetFarm, Blains, QVC, Kohls, Boscovs, Hamricks, DD's
- Collaborate with C-suite executives on long-term brand strategy, positioning the company as a global leader in quick turnaround, trend-driven, and customer preferred product at extremely competitive price points
- Key liaison between Design, PD, Production and Technical teams
- Manage the entire life cycle of product: market research and fabric sourcing, merchandizing and presentation, TechPack, Cad and Art execution, style entry in VSR/PLM, fit, submit and bulk quality approval, marketing and photography
- Semi Annual travel to Europe for research and inspiration

Jump Design Group, New York, NY

Senior Designer: 2019-2020

- Designed and Produced 2 monthly capsule collections as well as a Key Items program
- Created Tech Packs and CADs, Led Fittings, partnered with Art and PD teams, worked directly with CEO and Sales team
- Accounts: Kohls, Bonton, Bealls, Boscovs

Alfred Dunner, New York, NY

Designer: 2013-2019

Design and Production Associate: 2010-2013

- Independently created a two-fold increase in Alfred Dunner Classics and Special Groups SKUs within 5 years, leading the programs to amount to over 40% of the company's overall business
- Owned knits, wovens, sweaters, tops and bottoms categories in Missy, Petite and Plus divisions
- Appointed technical interview lead for Art and CAD positions within all Alfred Dunner umbrella companies
- Managed all development and production submits, led fittings, communicated with factories, directed artwork
- Collaborated with print studios, outside artists and fabric and garment vendors throughout the entire garment life cycle to achieve the highest value within the target customer aesthetic and price point
- Accounts: JCPenny, Macy's, Boscov's, Belk, Dillards, Blair

SML Sport, New York, NY

Associate Designer: 2009-2010

- Promoted within a year from intern to Associate Designer
- Created tech packs and embellishment layouts, developed specs and graded garments, created linesheets, created technical sketches by hand and in Illustrator, sourced local trims and materials

EDUCATION

Cornell University Bachelor's Degree, Fiber Science and Apparel Design, Ithaca, NY

Accademia Italiana, Fine Art and Fashion Illustration, Florence, Italy

KEY SKILLS

- Creative Direction & Brand Development
- Trend Forecasting & Market Analysis
- Team Leadership & Mentorship
- Design-to-Production Workflow Optimization
- Cross-Functional Collaboration
- Adobe Creative Suite (Illustrator, Photoshop, Acrobat)
- Print and Product Design and Merchandizing