

BENJAMIN WONG



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Experience

PVH DESIGNER 3 - DFG TOMMY HILFIGER MEN'S TAILORED, 2021 - PRESENT.

I propelled the Tommy Hilfiger brand to new heights as the lead designer for tailored shirts and neckwear, overseeing a substantial US\$40 million in revenue. I led the strategic relaunch of tailored shirts, partnering closely with design leadership to redefine the brand DNA and establish new brand guidelines. This move ignited +20% surge in revenue for the division within a mere year, underscoring the profound impact of innovation and collaborative teamwork.

I led a team of 3 associate designers, delivering trend initiatives and meticulously executing 200 SKUs each for tailored shirts and neckwear, resulting in a remarkable 50% program growth within a single year. This experience allowed me to further develop my managerial expertise up to 10 years.

I revolutionized the design process by introducing 3 advanced tools: a concept map for design initiatives, a colorway road map for precise color direction, and a design storyboard presentation for immersive 3D renderings, slashing design development lead time by an impressive 2 weeks, enhancing efficiency and innovation.

DESIGNER 2 - DFG MEN'S TAILORED, 2016 - 2021.

Promoted from Designer 1, I oversaw end-to-end brand management and assumed design responsibility for Van Heusen tailored shirts and Sean John tailored shirts and neckwear. Managed 200 designs for Van Heusen and 150 for Sean John, collectively representing US\$50 million in business annually. This comprehensive approach resulted in Van Heusen regaining 200 doors in Macy's, and a significant 20% gain in market shares.

DESIGNER 1 - DFG MEN'S TAILORED, 2011 - 2016.

I led the design vision for 2 tiers of Kenneth Cole and 4 tiers of Ike Behar tailored shirts, expertly creating over 500 unique graphic designs and pattern artworks within a season, using Ned Graphics' Dobby Pro and Adobe CS programs. This initiative led to the development of core and fashion programs that resulted with bestseller key items that grew to 40K units annually.

HAMPSHIRE GROUP, LTD. ASSOCIATE DESIGNER - HAMPSHIRE BRANDS, 2007 - 2011.

I played a crucial role in launching the company's inaugural wovens business with Joseph Abboud, and 2 additional brands—Spring & Mercer, and Alexander Julian Colours—within a span of 3 years. This endeavor led to a remarkable +30% increase in business revenue, marking a transformative achievement for our team.

LIZ CLAIBORNE INC. ASSISTANT DESIGNER - CLAIBORNE MEN'S, 2004 - 2007.

I enhanced our brand's sportswear offerings by conceptualizing the development of 2 distinct collections, targeting Kohl's and JCPenney accounts. This strategic move resulted in the development of over 100 distinct SKUs, followed by a substantial 10% growth every season, driving greater market share.

Education

Pratt Institute, New York.

BFA - Fashion Design 2004.

Recipient of Marc Brower Design Award.

Software

MAC - Adobe creative Cloud, Photoshop, Illustrator, Indesign, Bridge, Fresco, Keynote.
PC - Microsoft Suite, Powerpoint, Excel, Word.
Centric PLM.
Lotta Browsewear (3D).
NedGraphics Dobby Pro.
Visulon.
Wix Studio, Webflow.

Skills

Hand sketching.
Digital sketching.
CAD.
3D rendering.
Trend analysis.
Textile design.
Print design.
Web design.

Languages

English.
Chinese Cantonese.