

Scarlet Kux-Kardos

performance apparel design and development

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JUNE 1998 - PRESENT Freelance Design, Development & Consulting

• SIMMS FISHING

Design, Direction and development of M's & W's fishing specific collections from SS23-FW24. Streamline branding & construction across all products.

• KOY RESORT

Transitioned client from outsourcing to in-house development; established systems & calendars, on-boarded staff, design & develop seasonal 100-piece women's resort wear collections across 6-7 vendors, including tech packs & QC systems. 2022 - 2024

• ASPEN SKI COMPANY

Design, Direction and development for 2020 staff uniforms including patrol, instructors and operations. Work includes creative direction, trend research and presentation, complete tech packs, proto reviews and fittings and supply-chain consulting.

• ZAPPED OUTFITTERS

Idea, Creation and Launch of Children's apparel, footwear and accessories. Includes every step of building brand from ground up including design, development and production, e-comm website, 3PL warehouse and logistics, sales, marketing and everything in between.

• OUTDOOR RESEARCH

Design and Direction for mens and womens FW 2016 through SP2021 snow sports and sportswear categories. Work includes creative direction, trend research and presentation, audit / update of performance features and proto type review.

• UNDER ARMOUR

Design and Direction for men's and women's SP18 MOUNTAIN LIFESTYLE categories. Work includes creative direction, trend research and presentation, detail drawings and audit / update of performance features.

• SUGOI

Creative direction and design for M&W collections (SS2015-FW2018). Managed creative direction, line plans, graphics, prints, color direction, specs, and proto/fit reviews for performance lifestyle, training, run, compression, and outerwear.

• MARMOT

Design and Direction for mens FW2014 and FW2015 snow sports categories. Work includes creative direction, trend research and presentation, trim and fabric selection and audit / update of performance features.

• K-SWISS

Designed performance apparel for tennis, run, and sportstyle (2011-2014). Led color palette, creative direction, graphics, and specs to proto and fit review. Created Jillian Michaels collection and introduced technical performance outerwear.

• DUB BRAND CLOTHING

Led product and line development, garment design, and art direction for Winter soft goods (2002-2010). Managed offshore development, created spec packages, conducted factory tours, reviewed prototypes, oversaw fittings, developed custom trims, and established color palettes and product line layouts.

• OTHER:

Valhalla Pure	Design, develop and launch in-house brand of PURE Naturals, a fully biodegradable collection of nature fibre apparel FW22-FW25
Superior Gloves	Re-branding with on-boarding in-house and supply chain implementation, Innovative workwear design & development 2021-2024
Lija	Design, Development and creative direction for women's run, outerwear and golf categories SS14-FW18-SS23
Columbia Sportswear	Garment design and specification package execution for Winter 2006-2007 Mens and Womens outerwear and soft shell.
Whitebear Clothing	Catalog design, tech pack standards development, new product research, design and development FW2001-2024
Fera	Design, Development and Direction from 2003-2013 for outerwear, soft shell, seamless and sportswear collections.
Specialized	Outerwear and sweater design and specification sheet development for Winter 2011/12.
Beach Body	Design, Merchandising and Development for several collections to accompany various fitness brands 2013, 2015, 2016.
Les Mills	Design and Direction of fitness apparel, including print, color and creative direction, tech packs 2011-2013
Obermeyer	Outerwear and sweater design and specification sheet development for Winter 2011/12.
Diadora	Design and Creative direction for Men's active and lifestyle collection SP18
Under Armour	Product Development for Winter 2010-2011.
Sierra Designs	Garment design and specification package execution for Spring 2008 program.
Nordica	Garment design, line plan, and development management 2001-2005. Includes tech packs, factory tours, packaging.
Other	Design Development, consulting for Arson / Orb, Insport, CMH, Mia Melon, RYU, Moving Comfort, Trau, Wild Things 1998-2024

1993 - 1998 In House Positions: Westbeach Snowboard Canada and NFA Board Gear Inc., Vancouver, B.C.

Position: Senior Designer / Product Development / Production Management

Responsibilities: Product design, development and merchandising strategy for complete winter and summer programs of womens street wear and outerwear, and technical mens outerwear and layering. Involved in market research, sourcing, costing and management of sample production Supervising personnel and factories involved in the production of quality made snowboard clothing.

Education

Kwantlen College (Richmond BC) - Fashion Design and Clothing Technology Graduate (Honour Student)
Fashion Institute of Technology (F.I.T. New York) Marketing Communications / Advertising

Skills and Interests

- Fashion design, presentation, graphic design, merchandising and market research.
- Product Development: communications, time lines, sample development, sourcing, quality control, logistics on domestic and international partners
- Computer skills - Adobe Illustrator, Microsoft Platforms, Mailchimp, Klavyio, Square, WordPress, Shopify, Later
- Extensive garment construction skills and fabric knowledge.
- Interests include all forms of art and design, snow-sports, hiking, paddle board & kayaking, pilates & yoga travel, gardening, ornithology and music

EXPERIENCED DESIGN AND DEVELOPMENT CONSULTANT with over 20 years in performance apparel and product line development. I have a proven track record of working on a contract basis with in-house teams, establishing efficient systems and calendars, and managing complex projects across multiple vendors.

With extensive experience in creative direction, garment design, and development management for renowned brands such as Under Armour, Marmot, Outdoor Research, and Columbia Sportswear, I provide expert guidance to a diverse clientele, from start-ups to multi-billion-dollar enterprises.

I specialize in supporting various stages of the product development process, from creating custom templates and offering design direction to solving complex development challenges. My expertise enables me to provide strategic advice, deliver efficient design solutions tailored to client needs, and step in at almost any stage of the design development process to help meet calendar deadlines.

Passionate about crafting high-quality, innovative solutions that align with client goals and market demands.

SERVICES OFFERED:

CONCEPT & DESIGN

- Market Analysis: Study current trends, competitor products, and consumer preferences.
- User Research: Gather insights on the needs and preferences of athletes or active individuals.
- Mood Boards: Develop mood boards to convey the overall aesthetic and thematic direction.
- Idea Generation: Brainstorm initial design concepts and features based on research and design brief
- Initial design sketches of design ideas, including various silhouettes and features.
- Detailed Design: Refine designs, including technical specifications such as seam placement, fabric choices, and color schemes.
- 3D Rendering: Use 3D Ai technology to visualize the design and make adjustments before tech packs are created

PRODUCT DEVELOPMENT, SPEC PACKAGE & CONSTRUCTION LIBRARY

- Technical Drawings: Produce detailed technical drawings including front, back, and side views with specifications.
- Tech Packs: Develop comprehensive tech packs including materials, construction details, and detail measurements
- Development of a construction library with consistent details for multiple garments.
- Proto-type Review: Assess the construction, fit and comfort of the prototype on actual users.
- Performance Testing: Evaluate the garment's performance in real-life conditions, such as moisture-wicking, breathability, and durability.

COLOUR PALETTE

- Project-specific color research and direction.
- Brand-specific color analysis from forecast subscriptions and historical comparisons.
- Core & Seasonal Colour Palettes, Colour Direction, Pantone Matching & Swatch Approval
- Complete Line Colouring Cads, Catalogue Colour Cads, Colour Merchandising.

TREND FORECAST, CUSTOMER PROFILE AND CATEGORY AUDITS

- Identify upcoming trends in fabrics, colors, and designs.
- Project-specific reports, briefs, and presentations on trends and customer profiles.

PRINT, GRAPHICS & TRIMS

- Design and direction for prints, trims, and graphics to complement collections.
- Production ready files for development & production

MERCHANDISING, LINE ARCHITECTURE & LINE LAYOUT

- Final collection line-up and audit, merchandising, layout in Excel and/or AI VLPs.

START-UP CONSULTING

- Assistance with the new product development process, from branding and 3PL logistics to social media and more.
- Comprehensive support tailored to each startup's needs.

SOURCING

- Network of trim suppliers, fabric suppliers, and technical manufacturers.