

MICHAEL EARDLEY

ACTIVEWEAR / OUTERWEAR DESIGN LEADER



CONTACT

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EDUCATION

AEC FASHION DESIGN

Lasalle College, Montreal
2010

SOCIAL SCIENCE PROFILE

John Abbott College, Montreal
2005-2007

SKILLS

| Professional

Active Design

Outerwear Design

Presentation Skills Public Speaking

Problem Solving

Collection Development

Product Costing

Textile & Trim Design Development

Budget Planning

Brainstorming

SUMMARY

A dynamic, driven, and multi-talented fashion designer, leader, team player as well as athlete. I have extensive experience in design & product development, focused on technical active garments geared to solve problems for consumers and athletes. A collaborative and inclusive, creative business leader, who is self-motivated and a team player. Committed to cultivating positive environments that help drive innovative design throughout an on-time development process. Highly experienced in collaborating with cross functional teams to bring products to life in real world situations that drives growth across retail and e-commerce channels.

WORK EXPERIENCE

MANAGER, PRODUCT DESIGN & DEVELOPMENT

Forward With Design (Owned by Canadian Tire Corporation) | Sept 2019-Present

Lead development of FWD apparel product & design strategy for Men's and Women's activewear brand launched in all 250+ locations of Sportchek & Sport Experts in April 2022. Responsible for brand & product design direction each season including leading product brainstorming, market shops, trade show visits as well as fabric and trim direction and development. Develop seasonal budget for design & product development teams. In April 2022 was given additional responsibilities of overseeing design & PD for hard lines for the brand that include hydration, yoga & wellness accessories & hair accessories.

- Lead team of designers, developers and product coordinators to execute seasonal collections of active apparel, bags, accessories and hard lines.
- Manage multiple product development timelines and calendars
- Developed design & product development hub in Toronto which included hiring new resources, developing new PD processes to support the long term strategic priorities for the company and brand.
- Responsible for creating product roadmap for all categories ensuring corporate growth targets are being achieved.
- Work with marketing team on a seasonal basis to develop in-store POP signage, marketing messages and support photoshoot development & Ecom strategies for the brand.
- Successfully designed & developed bag assortment that has led to 300% yoy growth for the category & increase in future investment into the program.
- Travel overseas to factories to work with XF offices, factories and vendors to develop products.

HEAD OF MENS DESIGN / SENIOR DESIGNER

RYU (Respect Your Universe) Apparel | May 2018-August 2019

Was hired as a senior designer to lead all men's & women's outerwear, after a short period of time was promoted to head of men's design where was responsible for all men's seasonal direction as well as men's and women's outerwear design.

- Developed Outerwear direction for the brand as well as all new collection of men's and women's outerwear focused on transitional weather with a focus creating a signature winter parka for both men's and women's.
- Coached men's design team through development of seasonal collections.
- Travelled overseas to finalize development of collection and develop outerwear collection onsite at factories.

SKILLS

| Software's

Adobe Illustrator
CLO 3D (In Training)
Flex PLM / PLM Systems
Adobe Photoshop
Microsoft Excel
Microsoft Powerpoint

INTERESTS

Traveling
Cycling (Road & Indoor)
Hiking
Downhill Skiing
Cooking
Hockey

EXPERIENCE (CONTINUED)

LEAD DESIGNER

Frank And Oak / Sept 2014 – April 2018

Was responsible for design and development of technical apparel sub brand called State Concepts. Collection of urban ready technical garments inspired by streetwear and the on the go lifestyles of the new millennial. Products included PrimaLoft seam sealed outerwear, activewear built for the most intense workouts as well as commuter focused apparel for men. In 2015 was tasked with setting up supply chain for all F&O footwear and in 2016 took over all design of footwear as well as all Outerwear.

- Lead State Concepts to a 180% yoy growth in year 2 and 100% yoy growth in year 3.
- State concepts had been featured in publications such as GQ, Hypebeast and won multiple awards including OR award as well as WGSN brand to watch.
- Successfully developed Footwear supply chain and added additional women's footwear line. Lead to an increase in margins on average of 15% and expanded assortment by 3x.
- Lead development of the brand outerwear strategy & sustainability strategy that can still be seen in the assortment today.

DESIGN& PRODUCT CONSULTANT

Frank And Oak / October 2013 – September 2014

Worked with Frank And Oak team to develop technical apparel strategy which was ultimately turned into sub-brand State Concepts. Helped source new vendors and garment makers focused in the active space. Advised designed team on fabric, construction and trims for initial launch collection.

DESIGNER

Sunice / May 2010 – October 2012

Worked with product managers to design seasonal collections focused in the high performance golf industry. Collections focused on Gore-Tex outerwear, X-Static knit technology knits built for golf. Travelled overseas to develop collection with PM and presented collections seasonally to buyers, retailers as well as at the PGA merchandise show in Orlando.

AWARDS & ACHIEVEMENTS

drirelease® Innovation Award

Frank And Oak / State Concepts - Commuter Layers
Presented @ Outdoor Retailer 2018

Air Canada "En Route" Magazine Design Awards

2019 – drirelease® Travel Tee System
2019 – Travel 3 layer Fishtail Parka

WGSN Brands to Watch

2016 – Activewear brand to watch