

SHAWN STEWARD

Brand Vision. Creative Direction. Apparel Design. Color. Textiles.

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Professional Experience:

Caravan Outpost (2015-current) Co-Founder/VP Product, Merchandising & Design

Caravan Outpost is an experiential travel brand serving “design driven” clientele, located in Ojai, California. The Outpost provides an alternative way to experience travel, apparel, gear and lodging. In my role, I lead the team charged with amplifying the consumer experience through apparel, environment, retail and design driven outdoor adventure.

- Create a scaleable business model and diverse brand experience for high-end clients who define themselves through travel, outdoors and adventure.
- Design cut and sew items for men, women and kids as well as forged vintage items such as footwear, apparel, vinyl and housewares, musical instruments and cast iron.
- Create and manage the brand story through a wholistic approach to environmental, interior and product creation.
- Design and produce experiential events for brand clients.
- Manage, merchandise and currate e-com assortments that best represent the brand.
- Coordinate communications with international media: Afar Magazine, Travel California France, California Life Japan
- Current clients include: Netflix, Airstream, Arc'teryx, Group Y, Agenda Trade Show, Prana, Lululemon, Keen, Yeti, Deckers Corp, Two-Bit Circus and several Entertainment Industry clients.
- Recent press:

[DWELL](#)

[NEW YORK TIMES](#)

[FORBES](#)

[GOOP](#)

[LA TIMES](#)

[STAY WILD MAGAZINE](#)

Steward Diversified (2012-current) Partner/Head of Design

Steward Diversified is a creative agency which provides numerous services such as creative vision, brand direction, color direction, design for apparel and technical outerwear, accessories, photography, copywriting, film and digital asset creation, and overall business development and executive consulting.

Clients Include:

- Windells Ski and Snowboard Camp - Mt. Hood, Oregon
- Duckworth Co – An American Wool Company – Bozeman, Montana
- Iron and Resin – Ventura, California
- Nemo Design - Portland, Oregon
- Salomon Sports – Annecy, France

Amer Sports (2004-2012) VP of Global Product and Design, Bonfire Outerwear Company

Design:

- Design Men's, Wmn's and Kid's collections – Incl Outerwear, Streetwear, Midlayer, Baselayer.
- Design gloves, beanies, bags, knits, tees, hoodies and anything else with the Bonfire name on it.
- Compose seasonal color palettes for all categories.
- Winner 2006 SIA Innovation Award - Gore-Tex + Bonfire Snowboarding create new embossed 2L and 3L fabrics.

Research:

- Consumer: Led internal team to assist all company creatives in gaining a comprehensive understanding of the action sports, snowboard, outdoor and youth apparel markets.
- Insider: Conducted focus groups with 'key influencers' at summer camps on Mt. Hood, working close to market with the most discerning and demanding market influencers.
- Pro Athletes: Created and managed process for Bonfire team riders input into design; team meetings, design evaluation and creative ideation exercises with team.
- Bonfire Research Team: Led and designed Mt. Hood Meadows and Park City Uniform Programs - 2010/11 Season.

Business Mgmt:

- In coordination with VP Global Marketing and VP Global Commercial Director; Establish Business and Creative annual plan.
- Responsible for hitting design-to-margin targets.
- Responsible for creation of global line plan:
 - Creation of global SKU plan
 - Product positioning
 - SMU and RMU product lines
 - Work with marketing to define key styles/initiatives
- Analyze sufficiency and resource planning to ensure execution.

People Mgmt:

- Negotiate contracts, hire and manage seasonal freelance designers.
- Manage relationship with Research Studios, London, England - branding, textile designs and custom font development.

- Manage Asst. Designer, team of Contract Apparel and Graphic Designers and in-house Graphic and Trims Designer.
- Manage Design/Development calendar and communication of deliverables and deadlines.

Planning:

- Construct full winter line plan - price points, SKU plan, product naming and typology.
- Research and design all fabrics - shell and lining and trims.
- Japan and Taiwan - Fabric research and design, including Fabric Mill and Vendor relationship Management.

Presentation:

- Conduct Product presentation phases of all global sales meetings; France, Switzerland, UK, Germany and key EU countries.
- Tradeshow presentations - SIA and ISPO
- Domestic sales presentation to key image and volume account buyers, in association with Sales Department.

Columbia Sportswear (2001-2004) Outerwear Designer

- Market Research for Snowboard, Outdoor and Youth Apparel Market.
- Design Direction and Creation of Convert Outerwear - Columbia's Snowboard Collection - including Men's, Women's and Kid's Outerwear.
- Design Glove, Knits and Layering Categories.
- Research and creation of seasonal color palettes and merchandising stories.
- Management of Contract Designers.
- Presentation of product line for sales meetings and key accounts.
- Management of fit sessions for all garment prototypes.

Adidas America (1998-2001) Apparel Designer

- Research in Women's Fitness Apparel Market - Including focus groups and global trend research.
- Design of Women's Training For Sport category for U.S. specific market - consisting of five different product categories: Performance, Yoga, 3-Stripes, Outerwear and Basics.
- Design of Global Women's Line, targeting a younger consumer (13-21 yrs) - presented line at adidas AG HQ in Herzogenaurach, Germany.
- Creation of seasonal color palettes.
- Management of fit sessions for all garment prototypes.

Education:

Willamette University: Atkinson Graduate School of Management - Salem, Oregon
Masters of Business Administration (2008)

Portland Art Institute – Portland, Oregon Textile Sciences, Knits & Wovens, Specialty in Waterproof/Breathable (1998-00)

Walla Walla College - College Place, Washington BA in Art (1996)