

HETHE BREUER

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PROFESSIONAL SUMMARY

Design Director with 20+ years of progressive experience leading apparel design and product development for nationally recognized brands including Ralph Lauren, American Eagle Outfitters, and PacSun. Proven ability to direct full seasonal collections across men's and women's categories, manage design teams of 6+, and drive measurable commercial results—including 40% category sales growth and 35% sell-through improvement. Deep expertise in trend forecasting, fabric and color development, assortment planning, and cross-functional collaboration with merchandising, production, and marketing. Equally effective managing in-house teams and external vendor partnerships from concept through delivery.

CORE COMPETENCIES

Seasonal Collection Design & Direction · Assortment Planning & Product Mix Optimization · Trend Forecasting & Analysis · Fabric, Color & Print Development · Team Leadership & Mentorship · Private Label & Brand Development · Speed-to-Market Execution · Cross-Functional Collaboration · Vendor & Supplier Management · E-Commerce & Omnichannel Strategy · Data-Driven Merchandising · Go-to-Market Strategy

PROFESSIONAL EXPERIENCE

Design Director & Principal Consultant

Sunny & 73 Design Studio | Orange County, CA | 2022 – Present

- Direct end-to-end seasonal design and product development for apparel brands, managing collections from initial concept and trend research through tech packs, sampling, and final production.
- Develop comprehensive merchandising strategies including assortment architecture, category planning, and product mix optimization informed by sell-through data and consumer insights.
- Lead fabric sourcing, color palette development, and print direction across multiple seasonal deliveries for men's and women's categories.
- Partner with brand marketing teams to build cohesive product narratives and go-to-market positioning that strengthen brand identity and drive sell-in.

Design Director, Men's & Women's

Mydyer – Providence Industries | Los Angeles, CA | 2013 – 2022

- Led design and development of private-label collections for major U.S. and U.K. retailers, overseeing the full product lifecycle from trend research and concept boards through production-ready tech packs.
- Managed a team of six designers, establishing seasonal creative direction and ensuring brand consistency across multiple categories and retail partners.
- Drove seasonal trend and color strategies informed by sales performance data, customer feedback, and market analysis to optimize product mix and reduce markdowns.
- Launched and scaled the Craft & Commerce brand through a strategic wholesale partnership with Revolve Clothing, achieving sustained year-over-year revenue growth.
- Maintained speed-to-market timelines by coordinating closely with overseas production teams and domestic quality assurance to meet tight retail delivery windows.

Design Director, Men's & Women's

Lamb & Flag – Kellwood | Beverly Hills, CA | 2011 – 2013

- Directed the full design process for Men's and Women's collections, aligning seasonal creative vision with brand positioning and target customer expectations.

- Spearheaded the launch of three retail stores and an e-commerce platform, developing product assortments, visual merchandising guidelines, and supporting marketing strategies.
- Developed seasonal color palettes and fabric selections that contributed to a 35% increase in sell-through rates across key categories.
- Collaborated cross-functionally with production, merchandising, and marketing to create unified product stories that drove brand awareness and wholesale growth.

Senior Designer, Men's

PacSun | Anaheim, CA | 2007 – 2011

- Designed and merchandised men's knits, wovens, fleece, and sweaters for a 1,000+ store fleet, consistently exceeding seasonal revenue targets.
- Led category assortment planning and product mix optimization that drove 40% growth in category sales over tenure.
- Conducted seasonal trend research and presented strategic design recommendations to executive leadership, influencing brand direction.
- Partnered with production and sourcing teams to maintain quality standards while meeting aggressive speed-to-market timelines.

Designer, Men's Knits

American Eagle Outfitters | New York, NY | 2004 – 2007

- Designed seasonal men's knit collections for a national specialty retailer, collaborating with merchandising to align designs with sales targets and consumer insights.
- Managed the design calendar from concept sketches and fabric development through fit approvals and production handoff.

Designer, Boy's Tops

Ralph Lauren | New York, NY | 2000 – 2003

- Developed seasonal top collections within Ralph Lauren's Boy's division, maintaining the brand's signature aesthetic and quality standards.
- Collaborated with design leadership on trend direction, color stories, and fabric selections across multiple delivery cycles.

EDUCATION & PROFESSIONAL DEVELOPMENT

Design Thinking: From Insights to Viability — Stanford Graduate School of Business, 2022

Associate of Applied Science, Apparel Design — Fashion Institute of Technology, New York, NY

Minor in Women's Knitwear

TOOLS & TECHNICAL SKILLS

Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe Creative Suite · Bluecherry PLM · Lectra · Microsoft Office Suite · Tech Pack Development · Trend Forecasting Platforms (WGSN, Edited)