

# Christa Thiesing

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Photo Stylist, Creative Director and Designer who combines creativity with business acumen. Distinguished record of innovating luxury brands and products to achieve commercial success for global brands, startups and turn-around situations.

Passion for developing, editing and guiding brand aesthetic and direction, and serving as brand messenger and guardian from design through styling, to marketing, in-store visuals and e-commerce.

Impeccable sense for understanding customers and anticipating volume driving fashion and styling trends.. Meticulous attention to detail with an excellent eye for color and construction.

Concept-to-execution manager who identifies strategies to impact the big picture, add more value, and encourage others to think innovatively. Easily partners with cross-functional teams of photographers, marketing managers, designers, merchandisers, production coordinators, and more.

## PROFESSIONAL EXPERIENCE

### **STYLIST at COLLECTIVE EDIT and FREELANCE FASHION DESIGN CONSULTANT (2011 – PRESENT)**

Provide fresh ideas, creative direction, design, and photo styling to achieve commercial success of luxury consumer products. Highlighted client engagements include:

**Guided and executed photo styling to articulate brand and product vision** for client projects including Diesel Black Gold, Amazon Fashion, Laurence Dacade, Altuzarra, Maiyet, Freeman's Sporting Club and Boot's Cosmetics. Styling projects include E-commerce, catalogs, social media and PR Lookbooks. Responsibilities range from guiding look and feel of styling to organizing & coordinating photo shoots.

**Spearheaded Marubeni America Corporation's development of U.S. customer base in the fashion industry.** Developed creative vision and designed collections that adapted company materials and technical capabilities into focused, exciting styles with commercial appeal. Merchandised beautiful and inspiring product presentations to Lane Bryant, Yogasmoga, Polo Ralph Lauren, NY & Company that played a key role in company's successful U.S. launch.

**Provided creative inspiration and designs to refine Lands End's brand.** Responsibilities included researching NYC market to identify relevant trends, conceptual development of product lines, design sketching, and preparation of tech packs.

## **THE LIMITED, NEW YORK, NY (2003 – 2010)**

Creative Director — 2008 - 2010

Promoted to this new position to work closely with Executive Leadership Team that was charged with creating a strategic vision, rebranding company, designing commercially successful products, and restoring company profitability.

Partnered with VP of Design to identify and maintain a singular brand vision, through concept development, initial design and sketching, and editing of the line for presentation to Merchandising team.

Spearheaded trend analysis, forecasting and communication. Traveled the world to identify emerging and relevant trends. Developed and delivered impactful reports and presentations to align internal teams.

Translated brand vision and provided design direction and styling standards to inspire accessories team to establish a distinct brand edit across categories.

Led styling of outfits from design presentation to in-store visuals, including marketing photo shoots and online story selection.

Guarded brand vision from conception all the way through to the customer, including visual merchandising, marketing, photo shoots, and styling.

Recruited by CEO to revamp marketing team's fashion newsletter to educate and inspire customers and store associates on the look and feel of brand campaigns.

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## **PROFESSIONAL EXPERIENCE CONT'D**

Design Director — 2005-2008

Managed and inspired a team of 5 designers for all Knit and Woven tops, Dresses and Sweaters, while maintaining an involvement in the day-to-day communication and execution of the line development.

Upheld a consistent point of view across tops, and coordinated with bottoms designers to ensure outfitting options and appropriate assortment.

Exclusive partnership with V.P. of Design on the edit and look of the line as a whole, from concept to sketch development, to line presentation. Close work with Merchant team on the assortment and fitting selected styles.

Senior Designer — 2003-2005

Responsible for the design and development of the Knit category, and successfully elevated the department's fabric and style to be relevant to the market and in line with competitors. Traveled to Asia and Europe.

## **BANANA REPUBLIC, NEW YORK, NY (1998-2003)**

## Design Director

Oversaw and executed the design and development of the Women's Knit and Intimate categories, including all fabric development, technical specs, and managing a team of 2 designers.

Collaborated with collection designers to contribute to the overall look of the line, through outfit styling, print and color selection, and concept development.

## **PRIOR EXPERIENCE**

### **POLO RALPH LAUREN, Designer**

Managed the design and development for the women's Polo Sport Knits department, including a team of multiple freelancers, illustrators, and interns.

### **LIZ CLAIBORNE, Associate Accessories Designer**

Designed handbags, small leather goods, and active wear under the Liz Claiborne brand. Extensive overseas travel for line execution and review with senior team.

## **EDUCATION**

B.A. Fashion Design, Indiana University, Bloomington, IN.

A.A.S. Costume Design and Construction, Indiana University, Bloomington, IN

A.S. Fashion Design, Fashion Institute of Technology, New York, NY