

ADAM DALTON BLAKE

CONTACT INFORMATION

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FASHION EXPERIENCE

ADAM DALTON BLAKE LLC – LOS ANGELES, CA CEO | Creative Director | Illustrator | 2016-Present

- Lead the design and development of seasonal fashion collections, overseeing the process from initial concept through to final photoshoot, utilizing original patterns, bespoke tailoring, and advanced sewing techniques.
- Collaborated with Brooks Running Co. to design the SS24 Pride sock and shoe collection, receiving widespread customer engagement and press attention.
- Partnered with LIFEWTR to create the FW18 collection, incorporating an exclusive pattern featured on millions of water bottles globally. The collection debuted at New York Fashion Week and garnered media coverage from Vogue, Daily Front Row, WWD, and Man of Metropolis
- Successfully executed pop-up shops in partnership with The Fluid Project for a Pride capsule, achieving sell-out sales, and received an invitation to sell on Nineteenth Amendment.

BETSEY JOHNSON – NEW YORK, NY Freelance Senior Designer - Socks | 2023

- Designed and executed sock collections for Betsey Johnson's licensing, incorporating both existing intellectual property and original patterns to align with the brand's distinctive aesthetic for both FW and SS seasons, including multiple holiday capsules.

BOMBAS – NEW YORK, NY Associate Designer - Socks & Specialty Collections | 2021-2022

- Led the design and execution of collaborative sock collections with corporate partners and artists, including prominent collaborations with Eric Carle, Disney Pixar, Sophia Roe, and The Ruth Ellis Center as well as specialty collections around holiday launches.
- Created original artwork and designs for these collaborations, significantly contributing to the visual identity and market appeal of the product lines.

BONOBOS – NEW YORK, NY Designer - Knits, Sweaters, Socks, Underwear, Graphics | 2016-2021

- Designed and executed seasonal knits and sweater assortments, including the full lifecycle from research and stitch development to fabric selection, tech packs, and production.
- Developed a successful graphic tee and sweater program featuring hand-drawn designs that became consistent top sellers.
- Partnered with cross-functional teams to streamline development processes, reducing lead times while improving IMU for the knit and sweater categories.
- Revamped the assortment by introducing bold, original patterns and graphics, strengthening the brand's competitive positioning in the market.
- Spearheaded the successful launch of a sock line and a Pride capsule collection, both of which were well-received.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN
Providence, RI
BFA in Apparel Design
Honored as a CFDA+ Design Graduate
Senior collection covered by Vogue, CFDA, and WWD.

ILLUSTRATION EXPERIENCE

THE GETTY MUSEUM 2025-Present

Created co-branded products for The Getty Museum Store feature original illustrations centering exhibits, holidays, seasons or evergreen Getty branding.

CALLEN-LORDE COMMUNITY HEALTH CENTER 2022-Present

Created the visuals for the "Empowering Health" Pride campaign and the "Rainbow Run 2022," with the success of the campaign leading to a license extension for future runs. Commissioned for a new illustration for the 2025 and 2026 Rainbow Run

SEA CLIFF BOTANICAL GIN 2022-Present

Designed a comprehensive brand guide, logo, product stickers, and marketing assets for Sea Cliff Botanical Gin, establishing a consistent and visually appealing brand identity. Continued to provide artwork for the brand

BROOKS RUNNING CO. 2024

Collaborated on the 2024 Run Proud campaign, designing the Trace 3 shoe and two pairs of Ghost Lite socks. The socks sold out within one day, and the collaboration was featured in Forbes, Footwear News, and GearJunkie.

MACK WELDON 2024

Designed an original illustration for the 2024 Pride season, which was prominently featured on a tote bag included with underwear bundle purchases, contributing to a successful campaign.

PURE FOR MEN 2024

Illustrated graphic for Pride bottle of "Stay Ready" fiber supplement and designed companion sock design for sale.

BONOBOS 2020-2023

Led the creative direction and illustrated artwork for the 5th Avenue store's Pride window takeovers, designing full-window vinyls, partial stickers, and coordinating bandana giveaways at the Pride Parade, all of which generated positive brand recognition.

LIFEWTR 2017

Designed an original graphic for LIFEWTR water bottles, which were distributed on 40 million bottles globally. Due to its success, the license was extended for continued use of the design.

STOLL AMERICA
New York, NY
IBO Knitting Intensive

