

# ADAM DALTON BLAKE.

## DESIGNER + ILLUSTRATOR

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## DESIGN EXPERIENCE

### BONOBOS

**NEW YORK, NY // 2016-PRESENT  
DESIGNER - KNITS, SWEATERS, SOCKS, UNDERWEAR**

designed and executed seasonal knits and sweaters assortment from the research stage, to stitch development, fabric selection, development tech packs, seasonal assorting, linelist creation, and bulk tech packs.

created successful graphic tee and sweater program with hand drawn graphics and artwork, proving to be consistent top sellers

collaborated with cross-functional production partners to decrease development ratio, and raise IMU for knits and sweaters assortment. revolutionized assortment to compete with top sellers at the company

spearheaded sock product launch, as well as successful pride capsule collection.

### ADAM DALTON BLAKE

**NEW YORK, NY // 2016-PRESENT  
CREATOR + DESIGNER, ILLUSTRATOR**

designed and created seasonal collections including knits, shirts, pants, denim and other woven garments using original printed textiles and fabrics.

showed FW18 at New York Fashion Week in LIFEWTR X CFDA collaboration with press coverage from Vogue, WWD, Daily Front Row, CFDA and Man of Metropolis.

sold out multiple pop-up shops in collaboration w/ The Phluid Project for pride capsules, and partnered with Nineteenth Amendment for wholesale retailing

### ROBERT GELLER LLC.

**NEW YORK, NY // 2015  
MEN'S DESIGN INTERN**

provided hands-on experience with SS16 collection including sketching, fittings, casting, photoshoots, dressing backstage at NYFW Mens, and buyer sales. research and development for AW16.

### TOMMY HILFIGER

**NEW YORK, NY // 2014  
MEN'S DESIGN INTERN - KNITS+ WOVENS**

aided in fittings for knit and woven outlet company stores. organized design boards, verified knit color swatches for production.

## ILLUSTRATION EXPERIENCE

### BONOBOS

created original graphics for garments as well as custom artwork for full repeats for woven and bottoms categories. demand grew higher as garments with custom artwork remained at the top seller position. spearheaded pride graphics capsule collection consisting of graphics on tees, socks, and swim trunks.

conceptualized and executed pride mural for 2020 to successful instagram engagement and coverage from Insider and Mr. Magazine. praised by WGSN as brand that is "doing pride right"

illustrated typography for instagram of queer activist quotes for bonobos page for pride month. continued post-pride due to engagement success

### LIFEWTR

created original graphic for water bottle executed and distributed on 40 million bottles. license extended for continued use due to success and engagement of pattern

created interactive mural for Teen Vogue Summit and Pepsi Celebration Day, with successful engagement

### COOL: STYLE, SOUND AND SUBVERSION

organized and illustrated hundred of fashion subculture croquis for coffee table book by v magazine creative director Greg Foley. researched countless of fashion trends through the ages internationally. collaborated with Foley directly.

## EDUCATION

### RHODE ISLAND SCHOOL OF DESIGN (RISD)

**PROVIDENCE, RI // CLASS OF 2016  
BFA MEN'S APPAREL DESIGN**

selected as CFDA+ Design Graduate coverage of senior collection from Teen Vogue and WWD

### STOLL AMERICA

**NEW YORK, NY // 2017  
IBO KNITTING INTENSIVE**