

Daniel Armosilla, MFA

Fashion Design Professional

Menswear Designer with over 15 years of experience working on and managing domestic and global teams for multi-million-dollar businesses. My success in the industry is marked by my work ethic, balancing art versus commerce, and my ability to foster enduring professional relationships with peers and executive leadership.

EXPERIENCE

Design Director: Apparel – Toughbuilt Industries – Irvine, CA 02/2023 – Present

- Partner with industrial design team to launch innovative products, for the launch of Toughbuilt's apparel line.
- Strategizing vendor matrix into duty free countries eliminating the cost of tariffs.
- Developing factory sourced fabric qualities, saving up to \$1-\$2 on fabric price and reducing cost of garment make, \$0.50-\$1 by using less expensive sewing operations.

Director of Special Projects – Delta Galil USA – Los Angeles, CA 06/2022 – 01/2023

- Directed the design, sourcing, and production of a small athleisure knit line for Tom Brady's, Brady Brand called the "Gummy Knit" collection.
- Used local Los Angeles based vendors to deliver a test order for Dick's Sporting Goods within a 60-day lead time for Black Friday, resulted in sold out styles and colors.

Senior Menswear Designer – Jaanuu – El Segundo, CA 10/2021 – 06/2022

- Brought extensive Menswear background to Jaanuu to disrupt the medical apparel sector, grow business, and take market share.
- Aided executive staff in preparation to obtain \$75 million investment from Eurazeo.

Freelance – Menswear Designer – Glyder – Santa Ana, CA 06/2021 – 10/2021

Freelance – Design – Kathryn McCarron – Los Angeles, CA 4/2021 – 10/2021

Designer III - Speedo USA – Pentland Brands (acquired PVH) – Cypress, CA 4/2020-11/2020

Designer III - Speedo USA – PVH Corp – New York, NY 11/2017-04/2020

- Focused on designing Men's Swim as a vehicle of growth for the company, the "Tech Volley", 400K units per order, contributed \$7 million in total revenue for Costco.
- Led the Speedo product launch for Target. A test which started in 70 stores had major success, millions of earnings, and ultimately in all 1,868 Target stores nationwide.
- Created a Women's Active Apparel line for Costco. Sold the "Swim Skort" 70K unit test.

Designer II - Izod Golf – PVH Corp – New York, NY 10/2012-11/2017

- Designed high performance Men's golf apparel, ensured 100% of all styles met LDP targets before sampled to guarantee profitability.
- Delivered 1 million units of EDI "Grid Polo" annually.
- Managed, mentored, and trained fellow designers, merchants, CAD designers, and product development associates, utilizing 360-degree management approach.

PREVIOUS EXPERIENCE

Men's Designer – Vineyard Vines – Stamford, CT 2010-2012


Assistant Men's Sweater Designer – American Eagle – New York, NY 2008-2010


Internship – Mara Hoffman – New York, NY 10/2008-12/2008

Internship – Nice Collective – San Francisco, CA 7/2007-2/2008


Internship – Jeremy Scott – Los Angeles, CA 1/2007-2/2007

CONTACT

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SKILLS

- Menswear Design
- Material Development and Supplier Sourcing
- Expert in Active, Athleisure, Sport, Swim, and Outdoor Markets
- Knit Yarn Specialist: CD/SD, Heather, Space Dye
- Develop Performance Attributes: UPF, Water Repellent, DWR, Wicking, Quick Dry, Antimicrobial, 4 Way Stretch
- Adept in Print, Pattern, Color, and Trim creation
- Garment Construction and Execution
- Factory Production

TECHNOLOGIES

- Adobe Illustrator
- Adobe Photoshop
- 3D Design, Fashion Rendering
- Kaledo Print, Weave, & Knit
- Microsoft Office Suite

EDUCATION

**MFA – Master of Fine Arts
Fashion and Knitwear Design**
Academy of Art University,
San Francisco, CA

**BA – Bachelor of Arts
International Studies and Sociology**
University of California, Irvine, CA

HIGHLIGHTS

Volunteer – Safe Horizon, NY
[Project Streetwork Fashion Show](#)

New York Fashion Week - NY
[MFA thesis collection at Bryant Park](#)