

Maria Rosenthal

917.715.1121 | mrosenthal22@gmail.com

Experience

2015 - Present: GIII Apparel - New York City, USA

2023 - Current: Starter - EVP of Design & Merchandising

- Launched Starter Black Label, Men's & Women's
- Design, merchandising, production, sales & brand strategy
- Strategic direction to drive revenue, growth & profitability

2019 - 2023: DKNY Sport - EVP of Design & Merchandising

- Creative direction, design & merchandising for \$70 million business
- Sales analysis to drive product development & design direction
- Managed design, product development & technical design teams

2017- 2019: DKNY Sport - VP of Design & Merchandising

- Launched DKNY Sport Men's collection

2016 - 2017: DKNY Sport - Head of Design

- Launched DKNY Sport Women's collection

2016 - 2017: Tommy Hilfiger Sport - Head of Design

- Launched Tommy Hilfiger Sport collection
- Creative direction, design and execution of premier collection

2015 - 2016: Calvin Klein Performance - Senior Designer

- Collaborated with President on brand direction & design

2014 - 2015: Macy's Merchandising Group - New York City, USA **Design Director - Women's RTW Millennial**

2012 - 2013: Jockey International P2P - New York City, USA **Consulting Creative Director - Women's Sportswear**

2012: Lululemon Athletica - Rio de Janeiro, Brasil / Vancouver, BC **International Designer**

2009 - 2011: Jockey International P2P - New York City, USA **Senior Designer - Women's Sportswear & Activewear**

- Design direction & execution for women's casual sportswear collection
- Developed media and educational tools for over 1,200 sales people

2001 - 2008: Mari Dade - New York City, USA **Founder & Creative Director**

- Launched luxury activewear and lifestyle collection
- Sold worldwide at prominent department & specialty retailers
- Business management, design, branding, production, customer relations, operations, staffing, sales
- **2006-2008:** Divested control of company to financial partners

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Education

1997: Paris American Academy - Paris, France

Contemporary Prêt-a-Porter Product Design and Development

1996: University of Caen - Caen, France

French History, Culture and Language

1994 -1998: University of Delaware - Delaware, USA

B.A. Fashion Merchandising

Languages

Fluent in English & Portuguese