

PROFILE

Multi-discipline designer and apparel trend expert.

EXPERIENCE

Founder & Director

Insighter Consulting, New York, NY

2011-present

Research and present apparel guidance that keeps brands not only on par with their competition but ahead of their customer's expectations for trend right assortments.

Co-Owner & Creative Director

Brooklyn Bambini, Brooklyn, NY
www.brooklynbambini.com

2013-present

Brooklyn Bambini is a fine art venture producing hand cast, heirloom, luxury objects for the baby gift niche. Responsible for management of the sales platform; art direction of website and packaging; content creation for the blog; marketing and audience engagement.

Director, Color, Concept & Trend

New York & Company, New York, NY

2005-2011

Reported into CEO. Managed two associates. Researched and provided guidance on seasonal color, print, surface design, concept and classification trends. Held accountable for 'trend-rightness' of assortment presentations for both the Wear-to-Work and Casual divisions.

Worked cross-functionally to both establish and then nurture strong interdependency between the Design and Merchandising teams. Advised guidance company-wide in daily articles and in seasonal overview presentations and internal trend books. Traveled worldwide to find newness and confirm repeat items' ongoing validity or waning strength.

Director, Color & Trend

Old Navy, New York, NY

2001-2005

Reported into EVP of Design. Managed one associate. Researched and provided guidance on seasonal color, print, surface design, concept and item trends to 15 distinct classification teams across Men's, Women's and Kids. Advised guidance in daily interactions with VP's and Directors in Design and company-wide in written formats such as articles and internal trend books as well seasonal overview presentations. Traveled worldwide to find newness and confirm repeat items' ongoing validity or waning strength.

Consultant, Color & Trend

Various companies, New York, NY

1999-2001

Reported into EVP's and Design Directors, analyzing and projecting seasonal color and trend information. Researched and provided direction on seasonal color, print, surface design, concept and item trends. Advised guidance in a variety of formats including daily articles and internal trend books as well seasonal overview presentations. Companies: Victoria's Secret/ Direct, Liz Claiborne, Nicole Miller, Hold Everything.

Senior Designer/Men's

Armani Exchange, New York, NY

1993-1999

Reported into VP of Design. Managed an assistant. Designed and managed all development aspects of Men's woven classifications as well as Men's & Women's Accessories. Traveled worldwide to find newness and confirm repeat items' ongoing validity or waning strength. Developed, implemented and managed a world-class internship program.

Conservation Apprentice/Paintings & Textiles

Guggenheim Museum, New York, NY

1989-1992

Conservation Apprentice/Works on Paper

Brooklyn Museum, New York, NY

1989-1992

KELLEY SHIELDS

Design Assistant

Geoffrey Beene, New York, NY

1986-1988

Reported into Mr. Beene. Contributed to the development of seasonal lines. Sketched for the collections; commented in fittings; interfaced daily with tailors and seamstresses in sample room; selected trims; accessorized the collection for runway shows.

CORE COMPETENCIES

- Cross-functional partnership/team building
- Research and analysis
- Project trend 12-15 months out: color, body, fabric, pattern
- Partner with brand stewards to land/define the projected trend strategy
- Deliver presentations: projection boards for concept, color body, pattern & fabric
- Set & lead individual FOB/team working sessions for concept, color body, pattern & fabric
- Weigh-in on marketing campaigns to ensure consistency of seasonal message
- As necessary attend markets with buyers
- Attend buy meetings and best seller meetings; weigh-in as necessary
- Identify critical cresting or emerging items for fast-track insert
- Weigh-in on item merchandise flow and adjacencies when relevant
- Travel for research and sample procurement for development

EDUCATION

The New School for Social Research
New York, NY — MFA Creative Writing, 2010

Long Island University
Brooklyn, NY — Chemistry, 1989-1992

Baruch College
New York, NY — Chemistry, 1989-1992

Parsons School of Design
New York, NY — BFA Fashion Design, 1986

ENDORSEMENTS

“Kelley is a brilliant arbiter of what's coming next. She has an extraordinary sensibility to culture, consumer and trend. As Founder of GDR Creative Intelligence, we know a good trend spotter when we see one, and found Kelley a pleasure to work with. On top of this, Kelley is also an exceptionally decent human being.”

[Kate Ancketill](#), Trend Forecaster, Owner, GDR Creative Intelligence

“Kelley Shields’ inspiring, innovative and intellectual vision encompasses the ‘whole picture’. Her unique combination of conceptual thinking and invaluable industry knowledge is supported by a strong ability to gather and translate trends into intelligent commercial actionable solutions. There is no doubt that Kelley understands the true needs of the 21st century’s consumers. Her skills heading and directing a creative team will make her an asset for any contemporary brand.”

[Anne Lise Kjaer](#), Copenhagen Goodwill Ambassador at GWA Corp, Futurist, Visionary Thinker + Founder at [KJAER GLOBAL ltd](#)

“Kelley displays an uncanny ability to pull from various sources — multiple trend publications, art, literature, both high and low culture — and create cohesive, approachable, usable trends and color palettes geared to a specific brand and market. An avid researcher and indefatigable trend-spotter, Kelley pushes herself to get the newest, freshest angle and is able to communicate that freshness to her teams and consequently translate it into product. Additionally, she is an absolute pleasure to work with.”

[Sharon Graubard](#), Creative Director ESP Trendlab, Forecaster