

OLIVER CHRISTIAN HEROLD

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SVP, DESIGN | MULTI-CATEGORY DESIGN LEADERSHIP • BRAND AESTHETIC • PRODUCT STRATEGY

Apparel & Accessories Design • Multi-Category P&L Leadership • Trend & Color Direction • AI-Enabled Innovation

Design executive with 20+ years leading apparel design, brand aesthetic, and product strategy across womenswear, accessories, and lifestyle categories — building the rigor of luxury and designer-level craft into commercially scalable, customer-led collections. Proven track record setting multi-year product roadmaps, defining and protecting brand aesthetic, and leading multi-category design teams (ready-to-wear, accessories, color/CAD) through the full development cycle: trend research, fabric and color direction, sketching, fit, and go-to-market. P&L accountability across budget management, margin optimization, and wholesale/DTC channel strategy, with deep experience translating creative vision into product that performs at scale.

Recognized for building and developing high-performing design teams and for pioneering the use of generative AI and digital design platforms within concept development, trend forecasting, and assortment planning — a forward-looking edge that accelerates speed-to-market without compromising aesthetic standards. Combines an elevated, well-traveled sense of style with the operational discipline to manage design calendars, budgets, and cross-functional partnerships across Merchandising, Sourcing, and Production at scale.

CORE COMPETENCIES

P&L & Business Leadership: P&L Ownership & Budget Management • Multi-Year Product Roadmap • Revenue & Market Share Growth • Margin Optimization • Wholesale & DTC Channel Strategy • Go-to-Market Execution

Creative & Product: Brand Aesthetic Definition & Trend Direction • Multi-Category Design Leadership • Color/CAD Direction • Assortment Planning • Fabric & Construction Expertise • Design-to-Value Strategy • Full-Price Sell-Through Optimization

Operations & Leadership: Cross-Functional Team Leadership • Talent Development & Mentorship • Design Calendar Management • Global Sourcing & Vendor Negotiation • Speed-to-Market • Market Week Management • Process Improvement

AI & Innovation: Generative AI for Fashion Design • AI-Enabled Merchandising Strategy • Digital Fashion Workflows • Trend Forecasting & Consumer Insight • Brand Storytelling

AI & Digital Tools: Claude AI • Genspark AI • Flora AI • RunwayML • Lumalabs AI • GPT Image 2 • Seedance 2.0 • CLO 3D • Adobe Creative Suite • WebPDM

PROFESSIONAL EXPERIENCE

President & Chief Creative Officer

2001-2008; 2017 – Present

Oliver Christian Herold | New York, NY / Paris, France

Award-nominated brand recognized by Fashion Group International; presented at New York Fashion Week. Full design and business ownership — setting brand aesthetic and leading product strategy across design, production, wholesale, and direct-to-consumer channels.

- Define, champion, and protect brand aesthetic across every collection, translating customer insight and trend research into product direction; own full P&L including budgets, margin targets, and revenue strategy across wholesale and DTC channels
- Design, articulate, and execute multi-year product roadmaps and seasonal collection strategy, leading the full design process — fabric and color direction, sketching, fit, and spec — from concept through market-ready, full-price-performing assortments
- Manage vendor negotiation, global sourcing partnerships, and production timelines across European and Asian supply chains, delivering consistent quality within margin parameters
- Lead customer and market research, mood board development, and trend direction across categories, adjusting product strategy in response to in-season performance and retail feedback
- Secured executive-level sponsorship commitments from Porsche, Fairmont Hotels, and L'Oréal for runway presentations, elevating brand visibility and industry credibility through association with recognized global brands
- Built, led, and mentored cross-functional design and production teams, setting individual and team development plans and fostering a high-performance creative culture across disciplines
- Pioneered integration of generative AI tools (Claude AI, Genspark AI, RunwayML) into concept development, trend research, and color/CAD workflows — reducing ideation cycle time by 30%+ without sacrificing aesthetic quality

Adjunct Professor

Jan 2017 – Present

Fashion Institute of Technology | United States | South Korea | China

- Teach advanced coursework in apparel design, woven draping, patternmaking, collection development, and product innovation across international campuses
- Integrate AI, sustainability, digital fashion technologies, and global business strategy into curriculum, preparing students for next-generation industry roles
- Taught and mentored approximately 500 design and business students over 8+ years, aligning creative vision with technical execution and commercial viability
- Served as Faculty Senator at SUNY Korea, contributing to academic planning and institutional strategy

Guest Lecturer — AI & Fashion Innovation

May 2025

Fu Jen Catholic University | Taipei, Taiwan

- Delivered executive-level lectures on generative AI, automation, blockchain, and emerging technologies shaping fashion design, retail, and supply chain innovation
- Presented frameworks for integrating AI-driven creative workflows into concept development, merchandising strategy, and digital storytelling

Senior Director, Product Development

Sep 2014 – May 2016

Tom & Linda Platt | New York, NY

- Led end-to-end product development operations with P&L accountability, aligning design, sourcing, and production to deliver high-quality product on time and within margin targets
- Improved product development lifecycle efficiency by 25% through workflow optimization, cross-functional communication, and structured accountability processes
- Contributed to \$500K+ in annual revenue growth through improved product execution, speed-to-market, and operational performance
- Managed vendor relationships and global sourcing partnerships to enhance product quality and reduce development iterations

Technical Design Consultant

May – August 2014

Ralph Lauren — DOUBLE RL (RRL) | New York, NY

- Partnered with design and production teams to resolve product development bottlenecks, improving speed-to-market and product quality
- Enhanced factory communication and fitting processes, resulting in more consistent execution and reduced development iterations
- Supported expansion into new product categories through improved technical development workflows

Product Design Development Consultant

May – November 2013

Proenza Schouler | New York, NY

- Directed apparel division product development operations for Ready-to-Wear and Denim, overseeing factory sample execution, fabric sourcing, costing, and global supply chain coordination
- Drove workflow efficiencies through detailed WIP management and cross-functional communication across internal stakeholders and external manufacturing partners
- Mentored development team throughout seasonal product lifecycle, ensuring alignment between creative vision, technical feasibility, quality standards, and production timelines

EDUCATION

Cornell University

New York, NY

Executive MBA | Emerging Market Institute Fellow

Marymount University

Arlington, VA

BBA | International Business

Fashion Institute of Technology

New York, NY

AAS | Fashion Design