

NICOLLE ARBOUR STANLEY

CREATIVE DESIGN DIRECTOR

CONTACT

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STRENGTHS

Creative Direction

Strategy & Brand Identity

Inspirational Leadership

Effective Collaboration

Extensive Experience

SKILLS

Microsoft Office

Adobe Creative Suite

CLO 3D

EDUCATION

BFA Fashion Design

Fashion Institute of Technology
1998-2002 NY, NY

BFA Fashion Design

Polimoda
2000-2001 Florence, IT

EXPERIENCE

Creative Director - Advisory

Expanding. Focused on creative direction and projects that share aligned values. Quality, innovation, wellness, and sustainability.

Global Design Director - Men's Tops

Levi Strauss & Co. / 2020-2023

Thriving through change. Amid the evolving demands of 2020, Levi's prioritized growth in the Red Tab business and appointed me as Global Men's Tops Director, perfecting the foundation and elevating the overall design. With comfort becoming a key priority, we focused on refining and expanding our non-denim offering. I led the launch of Gold Tab, a sportswear collection designed to meet the growing athleisure trend. Prioritizing digitalization, we incorporated 3D rendering into our design process, improving both speed and sustainability. Shaping the future of Levi's.

Global Design Director - Collections & Collaborations

Levi Strauss & Co. / 2014-2020

Revitalizing a legacy brand. During my time in this role, the brand transformed from outdated to a fashion-forward presence at Paris Fashion Week. I led the design of collections for both Women's & Men's, targeting new consumers with youthful, premium, and sustainable products such as Levi's Made & Crafted, Levi's Red, Levi's Line 8, and Levi's California. By spearheading collaborations with influential partners like Virgil Abloh and Vetements, we elevated the brand. In this era of Levi's, we experienced years of consecutive growth and added well over \$1B in revenue.

Global Senior Designer - Women's Tops

Levi Strauss & Co. / 2011-2014

Rebuilding a legacy brand. I joined Levi's during a time of transformation. Chip Bergh had just started and we were transitioning from regionally distinct businesses to a unified global structure - a monumental task. The challenge was to assess the regional designs, learn and consolidate needs, and create a cohesive vision. Every detail, from branding to fabric and fits, was reimaged, laying the foundation for significant growth.

Global VP Design - Womens

Hurley / 2009-2010

A masterclass in innovation and marketing. As a Nike-owned brand, Hurley was a hub of creativity. I drew on Nike's expertise in innovation and technology and translated it into youthful, modern clothing and swimwear collections. I learned how to deliver a clear, compelling message through product and storytelling to connect with our consumers.

Women's Designer - Knits

J.Crew / 2003-2008

A dream start to my career. Starting shortly after Mickey Drexler's arrival, I had the privilege of being part of the company's peak years, which led to one of retail's most successful IPOs. Working alongside design leaders Jenna Lyons and Marissa Webb, I learned how to create a brand identity that balanced quality, unique contrasts, and the blend of creative vision with commercial success.

