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PROFILE

Designing for over 20 years in the *Bridal*, *Prom* and *Evening* wear genres, I have a proven design success rate that consistently achieves *top-seller status*. Highly experienced in managing remotely, I oversee Asian factory product development teams and American sample rooms. I look forward to contributing my talents and extensive experience with an established company in the role of *Executive Designer, Design Director, or Creative Director*

FASHION EXPERTISE

- Design, illustration, and flat sketching
- Trend analysis and concept/direction
- Draping, pattern-making, and sewing
- Beading, embroidery, and lace design
- Creating tech packs
- Strong communication skills with factories
- Understand 75% Chinese (fashion terminology)

MANAGEMENT SKILLS

- Strategic mindset with robust critical thinking
- Confident leader in vertical and non-vertical companies
- Strong in influence and negotiation
- Execute tasks while adapting to changing dynamics
- Innate curiosity and a quick learner
- Creative problem solver
- Ability to recognize and develop rising talent

SOFTWARE

- Office 365
- Adobe Photoshop
- Adobe Lightroom

EXPERIENCE

CHIEF EXECUTIVE OFFICER 2021 - Present

Sabrina Toy Designs, L.L.C. San Francisco, California Freelance Executive Design Services

Freelance design services provided on a contract basis. Responsibilities per client vary based on company goals and objectives.

MODECA

Chief Creative Officer, 2022 - Present

Design & Creative Director/Lead Designer, 2021 - 2022

RESPONSIBILITIES:

- Brought in to update MODECA with a fresh take on design and styling
- *Design* and *creative direction* for brands including: *MODECA, Le Papillon, Curves for MODECA, Couture by MODECA*
- Communicate design objectives and modify prototypes with Taiwanese factory design teams
- 70 first samples created per annum
- Oversee look and creative direction for marketing materials
- Face of brand for media including Instagram, Facebook, Tiktok, etc.
- Grew revenue despite Covid19 pandemic crisis

RANDY FENOLI BRIDAL

Design Director & Lead Designer, 2021 - Present

RESPONSIBILITIES:

- *Design* and *creative direction* for all Randy Fenoli Bridal Collections
- Communicate design objectives and modify prototypes with Taiwanese factory design teams
- 60 first samples created per annum
- Brand and style growth post Covid19 pandemic

EXPERIENCE (continued)

SENIOR DESIGNER 2007 - July 2020

Maggie Sottero Designs, Salt Lake City, Utah, USA and Sydney, Australia (San Francisco location)

Enlisted to raise the level of design and brand recognition for all labels: *Sottero & Midgley*, *Maggie Sottero*, and *Rebecca Ingram*. Designs currently achieving top-ranking "platinum" status. Reported directly to VP of Design & Marketing/Co-Owner.

RESPONSIBILITIES:

- **Grew** revenues annually for Sottero and Midgley (worked remotely over 90% of the time)
- Forecasted trends through extensive research
- **Designed** and oversaw entire product life-cycle for over 200 gowns per annum, which included:
 - o Merchandised approved sketches and delegated to factories
 - o Created tech packs for factories to easily understand my design
 - o Telecommunicated of muslins, lace placement, artwork, and beading revisions and approvals
 - o Traveled to overseas factory design studios to manage and ensure proper sample development and finalize gowns
 - Hands-on draping and lace placement design on over 80% of gowns
 - **Managed** of ALL factory design rooms including Designers, pattern and hand-work teams
 - o **Negotiated** prices and approved first samples for shipment
- Traveled to Salt Lake City offices for executive sample selection process to curate final collection
 - o Revised and tailored first sample fit through direction of the domestic design team
 - o Directed design team during show order, revision, and production approval processes
- Traveled for personal appearances and to close sales at trunk shows up to two times per year
- Presented collections to and gain feedback from retailers and sales teams at seasonal retailer selection and sales meetings
- Delivered support for up to 7 Asian factories with daily communications
- **Managed** design timeline and travel details to meet all deadlines and company goals
- Illustrated gowns for press/media use

ACCOLADES:

- 2020 Best Bridal Collection and Best Bridal Brand for Maggie Sottero awarded by the British Wedding Awards
- 2019 and 2018 Best Bridal Gown Collection for Maggie Sottero awarded by the British Wedding Awards
- 2019, 2018 and 2017 Best Designer Gown Collection for Sottero & Midgley awarded by the Retail Bridalwear Association
- 2017 Couples Choice award for Maggie Sottero awarded by Wedding Wire
- 2016 Best Wedding Dress Designer for Sottero & Midgley awarded by the UK Retail Bridalwear Association
- 2016 and 2015 Best International Bridal Collection for Maggie Sottero awarded by the British Wedding Awards/UK's Wedding Ideas
- 2015 Best Bridal Manufacturer award by the Bridal Buyer Awards
- 2013 Best Bridal Manufacturer award by the UK's Wedding Ideas Magazine
- 2012 Best Bridal Collection award for Maggie Sottero by the readers of Perfect Wedding Magazine UK
- 2011 Best Bridalwear Supplier award by the British Bridal Exhibition Retail Bridalwear Association
- 2011 Best Dress Collection award by Wedding Ideas
- 2010 Hall of Fame award by DEBI
- 2009 Best Wedding Gown of the Year award for the IRELAND gown by Bridal Buyer
- Featured Cover Designer on *Brides*, *Modern Wedding*, *Bridal Guide*, *Bridal Buyer*, and *Bride & Groom* magazines



EXPERIENCE (continued)

HEAD DESIGNER/DESIGN DIRECTOR, Bridals 2004-2007

Mon Cheri Bridals, Trenton, New Jersey, USA (San Francisco Location)

Recruited to bring a fresh look to brands including *Mon Cheri Bridal*, *Mon Cheri Flower Girls*, *2Be Bridals*, *2Be Couture*, *2Be Flower Girls*, and *Allie Renee Bridals*. Developed new high-end collection, *Mon Cheri Couture by Sabrina Toy*. Ghost designed for *James Clifford* and *JCH labels*. Achieved design success with reorder ratios across all divisions. Delegated and instilled efficiency in time-line management and streamlined revisions processes across all departments to prevent interruption of production deliveries. Reported directly to Owner/CEO.



RESPONSIBILITIES:

- **Increased sales** for Mon Cheri, Mon Cheri Couture by Sabrina Toy, and Flower Girl by 20% annually
- **Launched** high-end bridal collection, *Mon Cheri by Sabrina Toy*
 - o Created to fill a hole in a niche market from concept/direction to final product to advertising and driving sales at trunk shows
- Created organized timelines and processes for Design, marketing, advertising departments
- Designed and developed over **150 gowns** per annum, which included:
 - o Creating tech packs for factories to easily understand my design
 - o **Managing** design teams regarding muslin, lace placement, artwork, and beading revisions and approvals
 - o Traveling to overseas factory design rooms to ensure and direct proper development during muslin stage
- Traveled to Trenton headquarters to finalize ranges and revise fit of first samples with in-house teams
- **Directed** Design, Advertising, and Merchandising via telecommunication 90% of the time
- **Creative Director** for photo-shoots, ad images, and overall media aesthetics
- Traveled for personal appearances at trunk shows up to two times per year
- Illustrated gowns for press/media use
- Presented collections at internal sales meetings and trade show events
- Managed and developed a design time-line to achieve company objectives

ACCOLADES:

- 2007 DEBI award winner for Best Bridal Gown Manufacturer
- 2006 DIVA award winner for Mon Cheri Flower Girls
- Featured Cover Designer on *Modern Bride*, *Brides*, and *Modern Weddings* magazines

DESIGNER 2002-2004

David's Bridal, Inc., Conshohocken, Pennsylvania, USA

Sought out to refresh the brand with original bridal gown designs, focusing mainly on the *Oleg Cassini* brand. Contributed designs for all bridal labels including *Michaelangelo*, *San Tropez*, *Galina*, and *Flower Girl*. Grew recognition for the Oleg Cassini brand and style and continually developed top-selling gowns. Reported to the VP of Design.

RESPONSIBILITIES:

- Designed from illustration concept to telecommunications with Hong Kong factory agents
- Traveled multiple times annually to Hong Kong for buying trips and line reviews
 - o **Directed** revision of samples and provided tailoring expertise support for production approvals overseeing the technical design teams
- Traveled to Europe numerous times annually for trade shows and research to create design direction and trend forecasting
- Created and implemented technical formats/procedures for overseas manufacturing of first samples

EXPERIENCE (continued)

DESIGNER 1999-2002

Jessica McClintock, Inc., San Francisco, California, USA

Hired as a Designer-in-Training and was promoted to Designer within 3 months. Worked as Jessica's right-hand and designed for the highest-end labels including *Jessica McClintock Signature* (designer evening and prom collection), *McClintock* (contemporary separates), and *Gunne-Sax* (junior evening and prom brand). Created and launched *Jessica McClintock Signature Bridal*. Interacted with and designed for various celebrities, fashion shows and charities. Reported to the Owner/CEO.

RESPONSIBILITIES:

- Managed the in-house Design Atelier of 45 people
- Designed 140 separates, 200 evening and prom gowns, and 45 bridal gowns annually
- Designed custom Evening and Bridal gowns for celebrities including: country singer *Reba McEntire*, Olympic Gold medalist *Kristi Yamaguchi*, actress *Jane Seymour*, journalist *Jan Yanehiro*, and California State Representative *Jackie Speier*.

ACHIEVEMENTS:

- Featured designer in the San Francisco Design Center News "30 under 30" editorial in 2002
- Designer/Director/Coordinator of all fashion shows

VOLUNTEER EXPERIENCE

FOUNDER/CO-CHAIR 2014-Present

Jim and Mae Yea Toy Scholarship for the Arts, San Francisco, California, USA

Founded and developed this scholarship to motivate children from kindergarten to eighth grades to create and experience art. Continually design challenging guidelines for annual contest. Mission: to instill a sense of achievement, community and awareness.

EDUCATION

Fashion Institute of Design and Merchandising San Francisco, California and Los Angeles, California

Certificate of Advanced Fashion Design (1999) *Associates of Arts Degree (1998)*

Graduated *Summa cum Laude* with a 4.00 GPA on the President's Honor Roll and a *double degree* in Fashion Design. Completed elite third year program creating an extensive couture evening wear collection.

ACHIEVEMENTS and ACCOLADES:

- Designed a *Debut collection* in 1999 presented to the fashion public in Los Angeles
- *Winner* of the international Biennale de Firenze and TALA contests
- Finalist Designer for Giorgio of Beverly Hills, Docker's Khakis, Andrea Pfister, and Salvatore Ferragamo contests



Visit: Sabinatoy.com to view my portfolio
(password available upon request).

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REVIEWS

"Sabrina is a rare blend of the left and right hemispheres; she is a gifted, intuitive and creative designer with an impeccable eye for detail, while being reasoned, analytical, logical and reality-oriented in her approach. She is intelligent, well-spoken, self-motivated, and a high achieving professional with business sense, passion and drive to succeed. Sabrina has my unqualified endorsement as a high impact, hands-on designer that would be an immediate contributor to well-established or emerging brands that value authenticity, creative balance and design efficiency. I hold Sabrina in high regard, and given an appropriate opportunity, would recommend her without reservation."

- **Bob Cahoon** (President & COO - Maggie Sottero Designs 12/1994 – 3/2017)

"Sabrina showcased many of her talents during her time with us. Her sketching is not only accurate but beautiful, her pattern knowledge and engineering prowess is amazing, her trend research is extremely well thought out and her attention to detail and innovation made for many gorgeous and top selling platinum status gowns. Of particular value was Sabrina's commitment, reliability, and dedication. Sabrina was not only a great designer but a professional leader who earned respect, mentored, and fostered our in house teams. She worked well with our factories' design staff and built strong and respectful relationships with them. Without a doubt, Sabrina was a joy to work with and has my highest recommendation."

- **Kelly Midgley** (Owner/CEO - Maggie Sottero Designs)

"Sabrina is one of the most humble and talented designers in our industry. She has a proven track record developing high-volume re-ordering gowns for both of the manufactures I have had the pleasure of working with during her tenure as a designer. Specifically, during her most recent work with Maggie Sottero, she drove their brand, aesthetics, and style innovation to the next level with her creations. She is not one to boast about her talents but is a confident leader in setting trends, forecasting patterns, and succeeding in the bridal fashion industry."

- **Lynn Crandall** (President - The Bridal Collection)

"Sabrina's management style is motivational and empowering. Her effective communication skills makes her a good leader. She is reliable and well respected among her peers which creates an environment for efficient and innovative design. As a critical problem solver, Sabrina gives instructions in a concise, positive manner. Her clear delegation of workload and precise time-management helped our team to excel. The USA and overseas teams always acknowledged her unmatched work ethics."

- **Carlyne Cutler** (Assistant Designer - Maggie Sottero Designs 2015-2020, Design Assistant 2011-2015)

"Working with Sabrina for over 10 years, I have to say she is the most organized designer and problem solver I have ever worked with. Our design team at Bonny factory are inspired by Sabrina's creations. She motivates us and we are constantly excited about her design talent and her detailed approach. She is always willing to provide solutions for any problems from our team (whether it's design, pattern-making, fabric ordering, or production related) and is very open minded in considering suggestions. During her work with Maggie Sottero, she's produced countless top-selling styles which received positive reactions from the market. We love to work with Sabrina not just because she brings us high-volume reordering business, but because she shares her rich experience with us. Sabrina is such a warm hearted person and worth keeping a long-term relationship with."

- **Zoe Huang** (Factory Manager - Bonny Industries Taipei, Taiwan)

