

REMI COSTEPLANE

139 Luquer Street Brooklyn NY 11231 • (917) 657-2842 • remicosteplane@gmail.com

brandcrafting.net

Creative Director with over two decades of experience leading multi-category design and shaping brand identities for heritage, lifestyle, and fashion brands. With experience across both European and U.S. markets, I develop compelling product visions, define seasonal direction, and craft emotionally resonant brand stories across digital, catalog, and retail environments. I bring an entrepreneurial mindset to design, combining creative vision with commercial awareness, customer insight, and operational rigor. Known for a hands-on, collaborative leadership style, I partner cross-functionally to create clarity, consistency, and innovation across product and storytelling. I am driven by thoughtful design, strong craftsmanship, sustainability, and the creation of elevated brand experiences with long-term relevance.

- EXPERIENCE -

11/2023 – PRESENT

CREATIVE DIRECTOR

Bernardo - New York, NY 08/2025- 11/2025

- Shaped the seasonal collection and visual direction to strengthen brand identity and storytelling.
- Created clear brand and style guidelines aligning product, marketing, and internal communications.

Up_Close - Paris, France 11/2023 - 05/2025

- Spearheaded the creation of a sustainable luxury brand, defining a product strategy rooted in eco-consciousness and high quality craftsmanship.
- Developed a comprehensive business plan, aligning growth targets with the brand's mission.
- Directed all creative campaigns (digital, print) ensuring brand vision consistency.

05/2017 – 10/2023

VICE PRESIDENT DESIGN

Joe Fresh - New York, NY

- Led creative for Women's, Men's, and Kids' categories; ensured brand cohesion and storytelling alignment..
- Executed strategic merchandising plans, driving \$21M revenue growth from \$477M in 2017 to \$498M in 2023.
- Led the integration of 3D and AI-driven design tools, reducing product development time by 35% and optimizing costs.
- Restructured a 38-person team, improving workflow efficiency and increasing productivity by 20%.
- Partnered with e-commerce, marketing, and UX teams to unify digital experience.

02/2015 – 04/2017

HEAD OF DESIGN

American Apparel - Los Angeles, CA

- Directed creative and merchandising strategies for women's categories, ensuring market-driven product offerings.
- Developed and executed omnichannel creative campaigns, boosting brand engagement by 15% across digital and retail.
- Implemented process improvements that enhanced cross department collaboration and reduced production inefficiencies by 15%.

01/2010 – 09/2014

DESIGN DIRECTOR

Juicy Couture - Los Angeles, CA

- Managed a design team for women's woven and denim, driving 18% category growth through innovative designs and wash techniques.
- Standardized fit consistency across categories developing technical blocks in collaboration with patternmakers.
- Led overseas research trips for concept development and manufacturing sourcing.

09/2006 – 01/2009

DESIGNER Banana Republic - New York, NY

12/2002 – 04/2006

DESIGNER A.P.C. - Paris, France

01/2002 – 12/2002

DESIGNER Martin Margiela Ligne Artisanale - Paris, France

01/2001 – 12/2001

INTERN Christian Dior - Paris, France

- SKILLS -

- Creative Direction & Brand Identity.
- Trend Forecasting & Storytelling.
- Merchandising & Product Strategy.
- Team Leadership.
- Critical Thinking.
- Time Management.
- Social Media Strategy.
- Brand Messaging
- Adobe Creative Suite
- AI Tools
- Clo 3D
- Strategic Vendor Partnerships.

-EDUCATION-

01/2001

Bachelor of Arts Fashion Design | Studio Bercot | Paris, France.

-LANGUAGES-

- French, Native - English, Fluent.