

BRADY SCHWEITZER

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EXPERIENCE

Calvin Klein 2024-Present

Fashion Office Consultant- Full Time Contract, New York, April 2024-Present

- A leader in product selection, styling direction & casting for various photo shoots- still & video.
- Act as a bridge between the design/ merchandising teams and creative team to deliver compelling and relevant seasonal assets.
- Implement a strong seasonal global brand message throughout all creative initiatives.
- Partner with public relations team in styling celebrity and influencer looks for special events/ runway.
- Liaise with brand environment/ visual merchandising team selecting imagery for in-store needs.

Freelance/Contract 2020-2024

Tracy Whiting Production- *Senior Creative Producer*, New York, 2024- Client: Hugo Boss

Rent the Runway- *Fashion Stylist*, New York, 2021-2024

Photobomb Production- *Senior Creative Producer*, New York, 2023- Clients: Oliver Peoples, Ray-Ban, Arnette, Luxottica

Chrome Horse Tequila- *Brand Consultant/ Chief of Staff*, New York, 2023

Amazon & Zappos- *Fashion Stylist*, New York, 2020-2021

Estilo Emporio- *Creative Fashion Consultant*, Sydney, Australia, 2020

Michael Kors 2021-2023

Director Casting & Production- Full Time Consultant, New York, November 2021-May 2023

- Acted as the in-house Shoot Production/ Casting Director on a contract basis.
- Produced all seasonal photoshoots, on-figure & still life- building budgets, holding teams, creating shotlists and monitoring the post-production timeline to ensure prompt final asset delivery dates.
- Led casting initiatives for all photoshoots and events- selecting talent, negotiating rates and drafting contracts all while cultivating lasting relationships with agencies.
- A leader in exploring new talent, discovering fresh faces locally and internationally for various projects.
- Managed the overall departmental photoshoot budget including any international and licensee rebills.

Calvin Klein 2007-2020

Director Fashion Office- Asia Pacific, Hong Kong, China, May 2016-January 2020

- Produced all seasonal Asia-specific advertising campaigns following the overall message from the global team in New York; injecting local talent, product and themes to appeal to the Asian customer.
- Acted as the main fashion creative contact for Calvin Klein throughout the Asia Pacific region.
- Led seasonal press presentations for all the regions- styling, casting, production, hair/makeup direction.
- Collaborated closely with the designers and merchants incorporating key items into looks each season.
- Responsible for all model & talent casting for photo shoots, e-commerce and special events in the region.
- Identified key Asian celebrities and influencers to create partnerships with the brand.
- Styled men's & women's e-commerce PDP and editorial landing pages for all of Asia's CK websites.
- Worked with third party e-commerce accounts to reflect the Calvin Klein aesthetic in all photo shoots.
- Content creator for Asia's social media shoots- working on set in a fast-paced environment.

Fashion Manager, New York, October 2010-May 2016

- Led styling, casting, art direction, production and overall concept of the calvinklein.com website.
- Styled all men's & women's e-commerce PDP, editorial landing pages and retail seasonal lookbooks.

- A leader in the re-launch of the US website- merging Calvin Klein Collection, Calvin Klein sportswear, Calvin Klein Jeans, Calvin Klein Underwear and Calvin Klein Home into one cohesive site.
- Expanded our e-commerce businesses internationally to Europe, Asia and South America.
- Launched new seasonal campaigns for US retail outlets and specialty accessories stores.
- Made all final image selects as well as provided comments regarding the re-touching process.
- Selected talent and provided styling direction for all e-commerce/retail related projects.
- Helped with special projects as needed including runway shows, press presentations and special events.

Global Design Studio Coordinator, New York, August 2007-October 2010

- Acted as executive assistant to both the Director of men's and women's Asia/Europe design, as well as the Global Creative Director.
- Coordinated all meetings with design staff, other departments and international licensees through managing the global team design calendar.
- Oversaw the yearly departmental budget- travel arrangements/expense reports for entire design team.

Abercrombie & Fitch 2006-2007

Creative Recruiting Coordinator, New York, January 2006-August 2007

- Actively recruited unique creative talent globally to join the corporate design and merchandising teams.
- Planned/organized travel, meetings and events for candidates visiting the home office for interviews.

DKNY 2004

Public Relations Internship, New York, May 2004-August 2004

- Worked in partnership with editorial, publicists and celebrity to highlight the DKNY brand through photo shoots, events and runway.

EDUCATION

Siena College, Loudonville, NY
Bachelor of Science in Marketing

COMPUTER SKILLS

Microsoft Office- Word, Excel, Powerpoint, Outlook, Teams; Adobe- Acrobat, Photoshop, InDesign; Zoom, Slack; Mac/PC, Social Media