

ALEX MATTSSON

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PROFILE

An MA Menswear graduate from The Royal College of Art with over 15 years of industry experience within menswear design, I am able to design across genres. Although my passion lies in sportswear and luxury streetwear concepts.

The combination of my classical fashion design background, my popular culture awareness, and my passion for new design technologies such as 3D and AI, makes for a unique skillset that is indispensable to a design team looking to stay ahead of the competition.

Drawing upon my background as a Design Team Manager and University Lecturer, I bring a highly nurturing ethos to people management. At the core of my leadership philosophy is a strong belief in the power of positive reinforcement, fostering an environment where my team thrives and succeeds.

Looking ahead, I am committed to further amplifying my leadership skills to not only drive future successes for my team but also to inspire and guide emerging leaders on their own journeys.

Languages

- English
- Spanish
- Norwegian
- Swedish

Software Skills

- CLO 3D (3D apparel design software)
- Keyshot (3D Rendering Software)
- Adobe Creative Suite
- Midjourney (AI image generator)
- Newarc (AI drawing to photo tool)
- ZBrush (3D sculpting software)

Education

- **Royal College of Art — M.A. Menswear, 2007-2009.**

Degree awarded: Master of Arts, Fashion Design, Menswear.

- **University for the Creative Arts, Rochester — B.A. Hons. Fashion Design, 2004-2007.**

Degree awarded: First Class Honours, Fashion Design. Top 10 Finalist at Graduate Fashion Week.

Experience

- **Senior Designer, Men's Lifestyle & Lifting, GYMSHARK, Solihull, UK, July 2024 - Present**

As Senior Designer I manage the Restday (lifestyle) & Lifting design team. We work closely with the creative director, the product development, buyers and merch teams in creating exciting commercial products for both in and out of the gym.

- **Mens Apparel Designer, Adidas Originals Germany, May 2018 - June 2024**

As a designer in the men's inline team I design and create lifestyle/streetwear apparel concepts for respective distribution lines from JD Sports specific ranges to ranges covering North America or China etc. I also head up any digital design topics regarding 3D and AI in Originals Design Team.

- **3D Apparel Designer, Digital Creation, Adidas Germany, Dec. 2017 - May 2018.**

As part of the Design Technologies team assisted the Football B.U. 'Generics Team' with CLO 3D modelling and rendering high level visuals for presentations etc.

I've also been training and supporting designers with CLO 3D across the company.

- **Freelance 3D Designer, Napapijri X Patta, 2021.**

I visualised the range in 3D before first samples for presentation use for collaboration partners and senior leadership

- **Visiting Lecturer, IED (European Institute of Design) Madrid, Spain, Feb. 2021.**

I lectured the final year Fashion Design course on the influence of sportswear in fashion and streetwear.

- **Menswear designer under own label 'Alex Mattsson' London, October 2010 - June 2017.**

After graduating with an MA degree in menswear from The Royal College of Art in 2009 I launched my 'luxury streetwear' menswear label in 2010 and have since gained excellent press in publications like I-D magazine, British Vogue, Dazed & Confused, GQ Style, V Magazine, Vice Magazine, Metro Newspaper and Wallpaper Magazine to name a few.

AW15 saw my first on-schedule menswear presentation during Men's LFW at Victoria House which was very well received and a great achievement for the label.

- **Part-Time Lecturer, DeMontfort University, Leicester, 2 weeks - March 2015.**

As a part-time lecturer I have been conducting one to one tutorials with the final year Fashion Design students guiding them through the creation of their final collections due in spring.

- **Visiting Lecturer, Middlesex University, 28th Oct. - 13th Nov. 2014.**

As a visiting lecturer I led tutorials with the first-year Fashion Design students full time for 2 weeks.

- **Studio Manager, Cassette Playa London, August 2009 - February 2010, full time.**

As a studio manager at Cassette Playa, I designed and made samples for shows, created print graphics as well as managing the team of interns.