



ANTHONY PAJARES

Fashion Designer

Seeking a position as a Fashion Designer where I can apply my skills and knowledge in the field towards the growth and development of the company.

CONTACTS:

#505 Paris Building Chateau Condominium,
Valenzuela City

+63 9193496882
aniarolep@yahoo.com
www.houseoftoni.wix.com/Portfolio

ABOUT ME:

Birthday	: October 23, 1984
Age	: 36 years old
Civil Status	: Single
Height	: 5' 6"
Fathers Name	: Antonio Pajares
Mothers Name	: Florentina Pajares
Provincial	: Blk. 115 Lot 13
Address	: Brgy. Sta. Cruz 1 Dasmariñas, Cavite

HIGHEST EDUCATIONAL ATTAINMENT:

Bachelor Degree in Fine Arts
Major in Advertising

Technological University
of the Philippines.

(March 2007.)

TECHNICAL PROFICIENCY

Highly skilled in designing both Ladieswear and Menswear.

Hands on experience in providing clothing guidance and support for casual and high end fashion.

In depth knowledge of previous styles and current trends along with proficiency in Garment construction, knowledgeable in understanding fits and patterns.

Able to use computer programs for the creation of designs

WORK EXPERIENCE

Senior Designer/ Brand Manager

Starwave Multi-Trading Inc. : 2014 - Present (Philippines)

- Responsible for leading the design - concept through creation - of the full collection of the Santa Barbara Polo & Racquet Club brand.
- Provides direction for color and art development.
- Partners with Sales and Mktg Team to prioritize branding for brand and to share creative ideas.
- Researches the domestic market in order to identify new trends, fabrics, techniques, etc.
- Meets with vendors for sourcing of fabric and trim and reviews seasonal concept direction

Head Designer

Dori Fashion House: 2013 - 2014 (Bangkok, Thailand)

- Take the lead in creating designs and choosing colors and fabrics for SM Dept. Stores outright brands - Mensclub, GTW, Coco Cabana.
- Ensures product consistency with market trends and business strategy.
- Shops and purchases samples for category ownership and conceptual direction (owns the fit for the categories they own).
- Work with product development team to communicate material and execute corrections based on requests from clients.
- Work with vendors to find aesthetically appropriate solutions to construction issues as they pertain to qc and pricing.

Design Director/ Design Consultant

Jumeirah Overseas Free Zone : 2011 - 2012 (United Arab Emirates)

- I conduct market research and attend fashion and trade shows to discover new trend and style to gain understanding of current and future fashion.
- Maintain effective communication with the Prod. Devt. Team, Merch. Team and suppliers in Asia and Middle East to ensure concepts are clear and deadlines can be achieved.
- As a consultant, I partner with Senior Director of other brands in all aspects of the design process; maintaining the aesthetic and integrity of the Letz Dazzle brand while balancing the needs of the business.

Fashion Designer/

Goldwing Enterprises : 2009-2011/ - 2012-2013 (Philippines)

- My primary duty is to create and design detailed fashion sketches, I am responsible from concept to the finished marketable product, liaise with garment technicians and developers, coordinate placement and sizing of graphics, while maintaining the supreme quality of the brand.
- Create Tech packs, reviewed and evaluated lab dips.
- Evaluate prototypes, pre-production and production samples.

/ANTHONY PAJARES
FASHION DESIGNER



Fashion design service across women's and menswear tailored to suit your requirements
Consulting service to support you with launching a brand, taking a brand to market and expanding your business



CONSULTING

From learning the industry lingo to understanding the process involved, I offer a consultancy service to share my industry knowledge and experience with you to help you succeed.



DESIGN

Working to your brief, a design service is tailored to suit your requirements including trend direction, color palette building, designing and tech packing.



ABOUT

I am highly experienced and knowledgeable across the diverse realms of fashion, sportswear, taking a brand to market and well versed in the process and the various complexities that may arise.

While working as a Senior Designer at Santa Barbara Polo & Racquet Club office, I designed and directed numerous collections for the transition of the brand from outright to consignment. Such projects includes Summer, Back To School , and Holiday Collections. Leading the brand since 2014.

SANTA BARBARA POLO & RACQUET CLUB

KING OF SPORTS



SANTA BARBARA POLO & RACQUET CLUB®



Santa Barbara Polo and Racquet Club is synonymous with luxury lifestyle, cool and casual elegance. Hence, became popular choice even among celebrities.

A well dressed-man speaks of quality and character. His sense of fashion is found, not being loud and elaborate, but simply being casual elegant.

With Santa Barbara Polo and Racquet Club men's apparel, men can stand tall in style-savvy sets that depict tasteful clothing and masculine sophistication. A definitive elegance that reflects the brand's rich in history.



For over 100 years, the brand **SANTA BARBARA POLO & RACQUET CLUB** has been synonymous with style and quality.

Each piece will be something you will always treasure.

The **SANTA BARBARA POLO & RACQUET CLUB** brand represents ageless prestige and a legacy that is worth celebrating.

SANTA BARBARA POLO & RACQUET CLUB - A legacy to all.

POLO & RACQUET
CLUB

SANTA BARBARA
POLO & RACQUET CLUB®





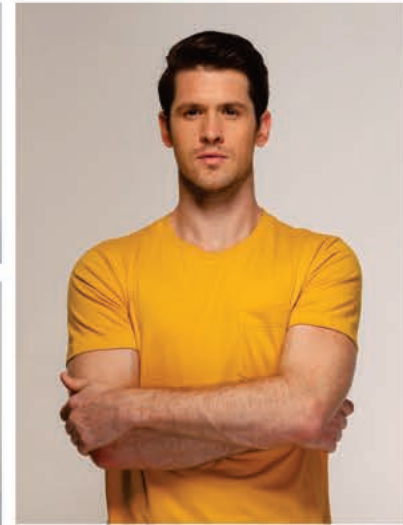
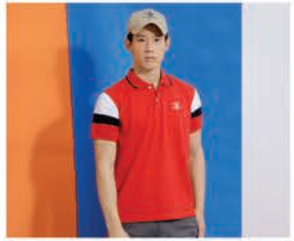
Sports Jacket

Cut and Sew
Shoulder and Sleeves

Textured Nylon



Details



A man with short brown hair and a light beard is leaning against a white wooden wall with horizontal planks. He is wearing a navy blue bomber jacket with white stripes on the collar, cuffs, and hem, over a bright yellow t-shirt. He is looking down and to his left, with his hands near the zipper of his jacket.

**DESIGNED
FOR
SPORT.
CRAFTED
FOR
LIFE.**



LOOKBOOK

Designed for sport, crafted for life.

SBPRC Sportswear is the gear and apparel for athletic life outside of the field of play.







| OTHER PROJECTS

Over the last ten years my career has taken me abroad -
Middle East and Thailand.

I have designed for a multitude of brands including
SM Mens / Ladieswear, Robinsons Malls brands,
buying company for Letz Dazzle, Topshop, Dorothy Perkins,
Stradivarius in UAE., as well as a brand consultant of
startup and mid-size businesses.



LADIESWEAR

My background in the fashion industry is expansive, well-connected and informed by a creative strength that has been assiduously honed through my Fashion design degree qualification and my applied industry experience.



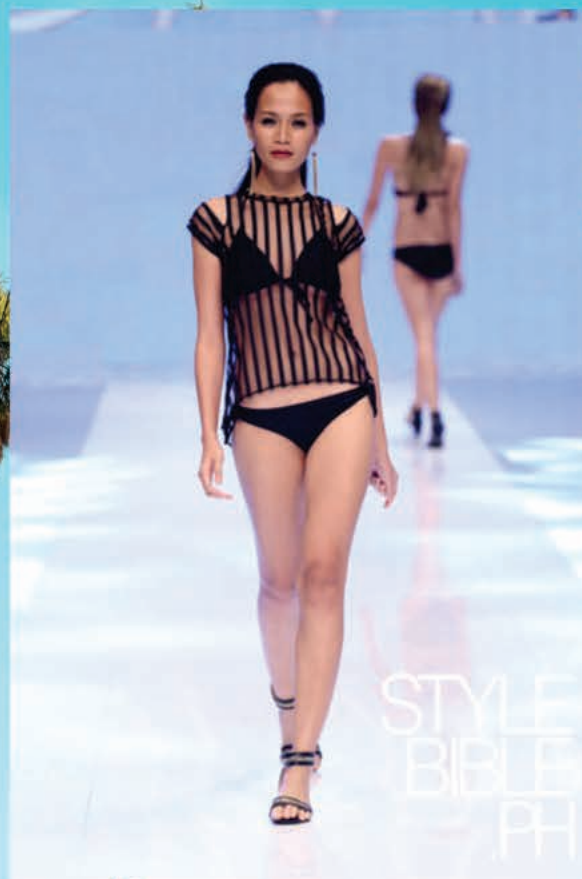


My experience includes:

- Branding
- Taking a brand and product to market
- Setting, working to and achieving margin

- Running a brand
- Planning and creatively directing campaign photoshoots
- Working with PR and marketing













Designer:
Toni Pajares
www.houseoftoni.wix.com/Portfolio
09193496882