



## PROFILE

Freelance designer for functional sports apparel since 1996.

Agency owner Alexa Dehmel – active sports design since 2005.

## CUSTOMERS

Functional Fabric Fair	Curation of Trend Performance Fabric Forum – Functional Fabric Fair – New York	Since 2018
PGA Golf	Curation of Trend Functional Fabric Forum - PGA Merchandise Show - Orlando	Since 2017
Kinetixx	Design new Ski glove collection – W+R Metzingen	Since 2017
North Sails	Design & Consultancy functional Sailing capsule collection	2016-2017
Uvex	Design workwear -Suxceed collection - 360° designed and engineered	2016
Intersport	Design - Ski Firefly -2017 and Bike Nakamura collection	Since 2016
Adidas Sailing	Consulting/ Design & special developments	2015-2016
Völkl	On-piste ski collection – Off-piste special developments	2015-2017
Freeletics	Consultancy for performance wear – fitness apparel	2015-2016
Maier Sports	Classic Ski line	2015-2017
Minh Tri	Design & Support for vietnamese manufacturer concerning knit & fleece outfits	2014-2015
W.L. Gore	Design & Consultancy for internal projects	2014/2017
ISPO AWARD	Support & Guide for all Apparel Jury	Since 2013
Mewa	Highly functional modern Workwear Line – Dynamic Construct /Industry /Outdoor	2013
Völkl	Big mountain Ski range – Völkl Performance Wear	2009-2013
Performance Days	Responsible for Trend Performance Fabric Forum on fabric show	Since 2009
Hot Stuff	Freeride - Snowboard collection – Eurofamily	2008-2013
Grand Union	Subtitle Snowboard collection – C&A - Rodeo	2006-2014
Puma	Oracle racing – Apparel teamgear smu – America's Cup – US Team	2011-2012
Puma	Sailing performance – Volvo Ocean Race inline collection	2008-2012
Kaikkialla	Outdoor collection – Eurofamily / Globetrotter	2008-2011
MPT	Ski collection / Outdoor collection – Maier Sports	2003-2011
Firefly	Snowboard collection – Intersport Austria	2002-2010
Blue Chips	Swimwear collection – Simex Sport	2004-2010
Fischer	Nordic race- / Freeski- / Tennis collection	2007-2009
Toray	Design consulting sports garment division – Toray Germany	2006-2007
E-Strauss	Warnbau clothing / Iron man smu	2006-2007
Vaude	Freeride collection	2006
Löffler	Nordic ski- / Nordic race- / Outdoor collection	2004-2006
Ellesse	Ski collection	2004-2005
Porsche	Ski- / Outdoor smu collection – Marvin	2004-2005
Prince Henry	Race sailing collection – United Internet Team Germany – America's Cup	2005
Maui & Sons	Snowboard collection – Cool Brands Germany	2003-2005
Fanatic	Snowboard collection – Simex Sport	2003-2004
Sub Industries	Snowboard collection – USP Austria – USP Momentum – Uniers Textil	1997-2004
US 40	Snowboard collection – US Forty	2002-2003
Rodeo	Swimwear collection	1998-2002
Sub Industries	Swimwear Collection – Uniers Textil	1997-2000
Protective	Snowboard collection – Uniers Textil	1998
Ariella	Swimwear collection – Uniers Textil	1996-1998

## ADDITIONAL INFORMATION

Concept – Consulting - Creative direction – Illustrations - Moods – Colors – Materials – Accessories – Graphic design – Prints – Jacquards – Checks – Aligned and innovative apparel design - Tech specs – Fitting – European and Far East factory experience concerning prototyping – Large network

Computer Skills: Tex-Design – Illustrator CS5 – Photoshop CS5 - MS-Office

Languages: German – English – French - Spanish

Sports: Alpine & Backcountry Skiing – Skitouring – Snowboarding - Nordic Skating - Hiking – Mountainbiking – SUP Paddling – Sailing – Kitesurfing – Wakeboarding - Running - Yoga – Pilates - Tennis

Employee – Esmod Munich – 94/96 – Lecturer Design second year

Employee - Tonga/ Munich – 91/93 – Design assistance Ready-to-wear and Swim- / Beachwear

Education – Esmod Paris – 88/91 – Fashion designer and Pattern maker – Diploma with excellent rating