



since 2021	Alexa Dehmel – active sports design & consulting Actual project “Global Fitness Collection” - Launch end 2023
AGENCY Revival	EXPERT IN PERFORMANCE SPORTS CLOTHING AND WORKWEAR DESIGN   INNOVATION & SUSTAINABILITY CONSULTANCY FOR MORE BRAND VITALITY   FUNCTIONAL FABRIC CURATOR   LECTURER   JOURNALIST
2021	AMD Akademie Mode & Design – Guest Lecturer Product development
2016-2020	BARTENSTEIN ACADEMY concept 2016 -opening 2019 -closure 2020
since 2018	FUNCTIONAL FABRIC FAIR/ NY/ Curator Fabric Forum
2018	UVEX/ Design ALL DAY ACTIVE collection
2017-2018	KINETIXX/ W+R Metzingen/ Design ski gloves collection
2016-2017	NORTH SAILS/ Oakley Capital/ Design & Consulting Sailing Capsule collection
2016	UVEX/ Design SUXCEED workwear collection
since 2016	INTERSPORT/ NAKAMURA Bike collection
2015-2016	ADIDAS SAILING/ Consulting/ Design & special developments
2014/ 2017	W.L. GORE/ Design & Consulting internal projects
2013- 2015	MEWA/ Design MEWA DYNAMIC Workwear Line + MEWA Outdoor
since 2013	ISPO AWARD/ Head of Apparel Jury
2009-2015	VÖLKL/ Design Big Mountain Range + Performance Wear
since 2009	PERFORMANCE DAYS/ Curator/ Conception Fabric Forum
2011-2012	PUMA/ Americas Cup/ ORACLE Racing/ Design Teamgear
2008-2012	PUMA/ VOLVO Ocean Race/ Design Inline Collection
2008-2011	KAIKIALLA/ Eurofamily-Globetrotter/ Design Outdoor collection
2006	VAUDE/ Design Ski Freeride collection
2004-2006	LÖFFLER/ Design Nordic + Outdoor collection
2005	AGENCY Opening – ACTIVE SPORTS DESIGN
2004-2006	ELESSE/ Pentland Group/ Design ski capsule collection
1997-2004	SUB INDUSTRIES/ Design snowboard & swim collection
1996-1998	ARIELLA/ Univers Textil/ Design Swimwear collection
1996-2006	KOPPERMANN/ software trainer TEX-DESIGN/ Europe
1994-1996	ESMOD MUNICH/ lecturer design 2nd year
1991-1993	TONGA/ Design assistance women´s outerwear & swimwear
1988-1991	ESMOD PARIS/ double degree diploma fashion design & pattern making

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Performance Sports Clothing And Workwear Design Expert with 20+ years experience in the industry apparel business and design agency, Functional Fabric Curator since 12+ years for Performance Days and Functional Fabric Fair, Lecturer.

I maintain an extensive network of leading experts as well as personal connections to relevant cooperation partners and supporters, which I may contribute profitably to my customers and the textile industry.

#### WHO WE ARE

We have a true passion to advise companies in the textile industry for the future-proof way, with focus on the potential of the respective brand and to support the successful implementation. Strong expertise in working with product teams to build brand equity through creating a truly valuable product range.

#### WHAT WE DO

Craft & 3D service throughout the valuechain - High Technical Competence - Future-proof Apparel Design - Speed to Market support - Digital Transformation - Usercentered - Storytelling - Concept - Consulting - Teaching - Creative Direction - Sustainable Solutions - Ecosystem Thinking - Textile Consultant - Illustrations - Moods - Colors - Materials - Accessories - Graphic design - Prints - Jacquards - Checks - Tech Packs + BOM's - Fitting - European and Far East factory experience concerning prototyping - Large Network

<https://texpertsollab.com/>

[www.active-sports-design.com](http://www.active-sports-design.com)

<https://www.linkedin.com/in/alexadehmel/>