



since 1996	Alexa Dehmel – active sports design & consulting
AGENCY	Expert in Sports Clothing Design & Functional Material Concepts   Innovation & Sustainability Consultancy   Functional Fabric Curator   Guest Lecturer   Freelance Journalist
Since 2024	FUNCTIONAL TEXTILES FAIR/ Shanghai Spring + Fall Curator Fabric Forum/ Nextenda China
Since 2022	GOLD'S GYM – Design of first Global Performance Fitness Collection from scratch - Launch January 2024 – RSG Group
Since 2021	AMD Akademie Mode & Design – Guest Lecturer Product development
2016-2020	BARTENSTEIN®ACADEMY – Founder "CAMPUS OF THE FUTURE" concept 2016 - opening 2019 - closure due to pandemic 2020
Since 2018	FUNCTIONAL FABRIC FAIR/ Portland Spring + Fall & New York Summer Curator Fabric Forum/ RX Global USA
2018	UVEX/ Design ALL DAY ACTIVE collection
2017-2018	KINETIXX/ W+R Metzingen/ Design ski gloves collection
2016-2017	NORTH SAILS / Design & Consulting Sailing Capsule collection/ Oakley Capital
2016	UVEX/ Design SUXXEED Workwear collection
2016-2021	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
2013- 2020	ISPO AWARD/ Head of Apparel Jury
2009-2015	VÖLKL/ Design Big Mountain Ski Wear Range + Performance Ski Wear
Since 2009	PERFORMANCE DAYS MUNICH/ Curator/ Conception Fabric Forum Curation Fabric Forum/ Since 2023 Footwear Forum + Innovation Forum & Zone
2011-2012	PUMA/ Americas Cup/ ORACLE Racing/ Design Teamgear
2008-2012	PUMA/ VOLVO Ocean Race/ Design Inline Collection
2008-2011	KAIKIALLA / Design Outdoor Collection/ Eurofamily-Globetrotter
2006	VAUDE/ Design Ski Freeride collection
2004-2006	LÖFFLER/ Design Nordic Ski + Outdoor collection
2004-2006	ELESSE / Design Ski Capsule Collection/ Pentland Group UK
1997-2004	SUB INDUSTRIES/ Design Snowboard & Swimwear Collection
1996-1998	ARIELLA/ Univers Textil/ Design Swimwear collection
1996-2006	KOPPERMANN/ Software Trainer TEX-DESIGN/ Europe
1994-1996	ESMOD MUNICH/ Lecturer Design 2 <sup>nd</sup> Year
1991-1993	TONGA/ Design Assistance Women´s Prêt-à-Porter & Swimwear
1988-1991	ESMOD PARIS/Double Degree Diploma Fashion Design & Pattern Making