



# CARLY ELLIS

+1 971 330 8567

info@carly-ellis.com

IG: tennizlooks

www.carly-ellis.com

## **EXPERIENCE 1 PAGER**

### **NikeCourt (Tennis), Nike -**

Senior Manager Design - July 2023 - Present  
Tennis Design Lead - January 2021- July 2023  
Senior Tier 1 Tennis Designer - May 2019 - January 2021  
Women's Tennis Designer - March 2018 - May 2019  
BEAVERTON, USA

### **NikeLab, Nike -** June 2015 - March 2018

NikeLab Collection and Collaboration Designer II  
BEAVERTON, USA

### **Next PLC -** January 2014 - May 2015

Heavyweight Jersey, Jersey Bottoms, Sportswear and Essential Jersey Designer  
LEICESTER, ENGLAND

### **DKNY Womenswear**

Outerwear, Tailoring and Sportswear Designer - January 2013 - December 2013  
Associate Outerwear Designer - October 2012 - January 2013  
NEW YORK, USA

### **Marc Jacobs Collection**

Design Assistant - July 2011- September 2011  
NEW YORK, USA

### **Cassetteplaya**

Assistant Designer and Design Studio Manager - June 2010- August 2010  
LONDON, ENGLAND

### **Master's Degree**

MFA Fashion Design and Society at Parsons School of Design  
2010 - 2012  
NEW YORK, USA

### **Bachelor's Degree**

BA Hons Fashion Design, University of Westminster, London.  
2006 - 2010  
LONDON, ENGLAND

### **Fashion Certification**

Summer School course in Experimental Fashion design at Central St. Martins College of Art and Design.  
2004  
LONDON, ENGLAND

### **Internships**

Good Morning (TV Show), Cassetteplaya, Katie Hillier, Sportswear International Magazine, The Doll,  
Asos.com, Christopher Kane, The Bridal Room, JJB Sports.  
2002 - 2009

## EDUCATION

- 2010 - 2012      MFA Fashion Design and Society at Parsons, New York.  
Grade A for Thesis Collection, Exhibition Design and Portfolio.
- 2006 - 2010      BA Hons Fashion Design, University of Westminster, London.  
1st Class Hons for Collection & Design Portfolio.
- 2004              Summer School course in Experimental Fashion design at Central St. Martins College  
of Art and Design, London.

## UNDER & POSTGRADUATE ACHIEVEMENTS

- MFA Collection was presented on schedule at New York Fashion Week September 2012 at Milk Studios, New York.
- After attending the MFA NY Fashion Week show, I was approached by Donna Karan in person who said, "I must have her at DKNY!"
- BA collection featured in publications such as Vogue Italia online, Vogue Online, SuperSuper Magazine, Status Magazine, Style Bubble, You Magazine, The Daily Telegraph, MSN.com, and Rolling Stone.
- MFA Collection has featured twice on the front page of the New York Times, Bullet Magazine and the Editors Picks on Style.com, as well as Womens Wear Daily, Le Monde, The Last Magazine, Odda Magazine, Juke Magazine, Black Book Magazine and Not Just A Label.
- Hilary Alexander of The Telegraph commented, "Carly Ellis, of Westminster University, hit a niche with her collection of 'evening-inspired sportswear', all of which actually glows under UV light."
- BA Graduate collection was selected from all UK 2010 graduates to be shot by photographer Rankin of Dazed and Confused Magazine and used for Graduate Fashion Week's promotional imagery.
- Awarded the Diane Von Furstenberg Full Fee Tuition Scholarship of \$100,000 for the Masters Program at Parsons NYC.
- The University of Westminster Academic Achievement Scholarship 2006 - 2010.

## PHILANTHROPY

Raised over \$6,000 for The ACLU, Black Girls Code and The Harlem Tennis and Education Program in a campaign called "Aces for Action," were participants donated per Ace scored by Naomi Osaka, at the US Open 2020.

Collaborator in Nike's Doernbecher 2021 Freestyle program, working with a child to bring their designs to life. The biggest impact of Freestyle is that it brings back hope for the kids, and instills a sense of creative control when agency over their own lives can feel lost.

Guest Lecturer for BFA Integrated Design Class - Parsons School of Design, NYC, January 2021, and MFA Fashion Design and Society - Parsons School of Design, NYC, February 2021.

## EXPERIENCE

### **NikeCourt (Tennis), Nike -**

Senior Manager Design - July 2023 - Present

Tennis Design Lead - January 2021- July 2023

Responsibilities include leading and mentoring direct reports on the Women's Tennis Apparel Design team, as Category Design expert and specialist, with extensive tribal knowledge and proven successful design outcomes and strategies.

Leading the charge on the design of One Off, Made to Measure, On Court designs for Serena Williams and Naomi Osaka, working personally with the Athletes. This project truly is the junction between High Fashion and Performance Apparel.

Design Lead for Naomi Osaka Collection, an "Off Court" retailed fashion collection, designed in full collaboration with Naomi Osaka.

The Design Lead role is not only about working closely and collaboratively with our Tennis Athletes, it is imperative to cultivate strong synergy between apparel, color and graphic designers on the team.

Prioritizing radical candor in addition to respect and encouragement for the designers, leads to our strongest team work, which translates to strong design work, which is our ultimate responsibility.

Senior Tier 1 Tennis Designer - May 2019 - January 2021

Focusing exclusively on Nike's Tier 1 Tennis females, specifically Serena Williams, Naomi Osaka and Maria Sharapova, the three highest paid female athletes of all time.

I lead on collaborations such as Sacai x Naomi Osaka, and special projects such as the Naomi Osaka Collection, and Naomi Osaka for Barbie.

Notably, designed the "Flo-Jo" suit worn by Serena Williams at the Australian Open 2021, to which she said was "The best (outfit) I will ever wear in my career, and the most Serena I have ever had," and the New York Times headline proclaimed "Serena Williams's Australian Open Catsuit Has Already Won."

My brief as a Nike Tennis designer is to "Steal The Show" and the scope and range of designs I work on is truly thrilling. From one off, bespoke, tennis pieces, that are not mass produced or retailed, to athlete in-store collections, to the Naomi JPN Collection, a fusion of lifestyle pieces and Tennis.

I work personally and collaboratively with the athletes on the designs, which are tailored to each of their preferences and personalities, whilst always connecting to the bigger Nike brand story. The relationship with the athletes is as important, if not more so than the design. Flexibility, problem solving and of course collaboration are imperative. I approach my Athlete relationships with no ego, always encouraging them to tell me how I can help them to look good, feel good, play good, and of course, Win.

Women's Tennis Designer - March 2018 - May 2019

Designing a broad spectrum of performance Tennis apparel, from Tennis Essentials, to Grand Slam Looks for the Nike Team. The Essential and Grand Slam collection I designed for Summer 2020 was regarded as "The Best Ever Womens Tennis Line" by the President of Global Sales.

Aside from my focus on Womens, I also lead design for Kids Tennis, both girls and boys, focusing on kid-right versions of our adult line.

The pinnacle product in my arsenal was bespoke, made to measure designs for Maria Sharapova, as well as her retail collection. In addition, I work in collaboration with the Design Director to create Serena Williams show stopping on court looks.

Highlights from this role include the phenomenal opportunity to design the looks for the Tokyo Olympics 2020, as well as leading an interactive design day with World #1 Naomi Osaka, which ultimately lead to her signing with the brand.

I thrive on the opportunity that tennis affords in regards to accessing and learning real data. Whether that be meeting with our professional athletes around the world at tournaments, or holding local focus groups with tennis enthusiasts, or learning from Nike's innovation specialists about where athletes sweat, or how they move.

I will stop at nothing to serve our Athlete\*. That might be the World #1, or it might be a Mother of two from Beaverton. That could mean hand braiding a pleated Japanese pattern for Maria Sharapova, or it could mean intercepting a UPS truck at the cargo depot to deliver a gift to Naomi Osaka, or it could just mean investing an afternoon to ask our females Athletes\* what they want. Our Tennis Athletes\* leave it all on the court, so I leave it all on the page, for them.

Press Highlights; British Vogue, Harpers Bazaar, The New York Times, Sesame Street, Harpers Bazaar, Nylon Magazine, Forbes, WWD, ID Magazine.

### **NikeLab, Nike - June 2015 - March 2018**

NikeLab Collection and Collaboration Designer II

NikeLab is Nike's pinnacle, higher price point, limited quantity collection. Sold in it's own individual "doors" outside of NikeTown in global fashion capitals as well as select retailers such as Dover Street Market and Collette. Considered the "pinnacle" and "sharpest point" of Nike, I am tasked to design the most extraordinary product Nike can offer.

Designing premium, detail obsessed, highly considered womens and mens sportswear and performance product, catering for our fashion forward, city dwelling consumer.

I work regularly out of Nike's makers space, the BRS, where I sketch using iPad Pro, concept ideas, make my own patterns, samples and swatches to share internally with the NikeLab team, but also to serve as inspiration to our collaborators.

In addition to NikeLab Collection, I am responsible for designing seasonal "Power Packs" which are defined as "collaboration level excitement, using in house talent."

I have also collaborated with high profile external partners such as Pigalle, Dover Street Market, Supreme, Sacai, A Cold Wall, Skepta, Matthew Williams of Alyx Studio, and Yoon of Ambush where it is my responsibility to bring the "Nike DNA" to combine with the designers vision to create a true collaboration of both brands.

Press Highlights; Vogue USA, Hypebae, Kendrick Lamar for Complex.

**Next PLC - January 2014 - May 2015**

Heavyweight Jersey, Jersey Bottoms, Sportswear and Essential Jersey Designer

By sales and revenue Next is the largest clothing retailer in the United Kingdom, as well as the biggest online retailer. The large size of the company and Next's retail success means that I designed large volume programs, as well as designing into price points and constantly pushing for high quality and good value product.

Rather than working with other designers, I worked extremely closely with my department, building the range with my Buyer and Merchandiser whilst traveling to Next's many sources, such as Bangladesh, Hong Kong, Turkey, Portugal, Mauritius and Sri Lanka. This close relationship has developed my team working and negotiating skills, as well as diplomacy and problem solving.

Press Highlights; Elle Magazine, Marie Claire Magazine, The Mail on Sunday.

**DKNY Womenswear**

Designer of Cara Delevigne x DKNY released September 2014

Outerwear, Tailoring and Sportswear Designer - January 2013 - December 2013

Associate Outerwear Designer - October 2012 - January 2013

Reported directly and worked closely with the President of Design, Jane Chung.

Responsible for designing all of the outerwear styles, from tailoring to parkas to capes, as well as sports inspired fashion pieces; both woven and knitted.

Self directed, working from my own body of research and following my own personal design process.

Upon seeing my in depth research, I was asked to design the mood and direction for my first season,

Fall 2013, as an aid for all of the designers to work from. The success of the project then lead to my

ideas being used as direction across the DKNY brand, e.g. shoes, knitwear, and by Alistair McKimm to

inspire the styling for the New York Fashion Week runway presentation. My research processes

continued to be used as a resource and inspiration for the design teams for all of my future seasons at

DKNY.

Appointed to direct and design in full the Cara D x DKNY capsule collection. I worked closely with Cara to incorporate her taste and aesthetic, as well as representing the DKNY brand. I directed other departments, e.g. Print design, Sweaters and DKNY Jeans to fulfill all areas of the collection.

Press Highlights; Cover of Dazed and Confused, Elle Magazine, Teen Vogue, Harper's Bazaar, Women's Wear Daily and the homepage of Style.com.

**Marc Jacobs Collection**

Design Assistant - July 2011- September 2011

Fabric and trim sourcing, visual research and archiving, presentation boards, taking fit notes and liaising with pattern makers, hand dying fabrics, trimmings and components.

**Cassetteplaya**

Assistant Designer and Design Studio Manager - June 2010- August 2010

(Resigned to commence MFA Program)

Designing sport inspired menswear pieces from the direction of the Creative Director, Carri Munden.

Managing the studio at all times, liaising between garment factories and printing factories, managing current seasons sales and distributing orders.

## INTERNSHIPS

### **Cassetteplaya**

Design & Stylist's Assistant - January 2009- May 2009

Visual research for upcoming collections, assisting on photo shoots for Vice Magazine and Billionaire Boys Club. I also managed the front of house for Cassetteplaya's Augmented Reality presentation at London Fashion Week 2009.

### **Katie Hillier** – Design Intern - May 2009- August 2009

Designed and arranged a comprehensive archive of over 3,000 bags as well as the accompanying digital catalogue. I hand made the head dresses for Katie Grand's wedding for both her and her bridesmaids, as well as assisting on projects for House of Holland and Marc by Marc Jacobs.

### **Sara Darling for Sportswear International Magazine** - Stylists Assistant - Summer of 2009

Collecting and returning of high end designer garments, booking looks in and out, styling full looks and hands on assistance during shoots.

### **The Doll** - Stylist, Studio and Show Production Intern - October 2008- January 2009

Show production for Pam Hogg, Falguni and Shane Peacock, Krystof Strozyna and Ashley Isham as well as On:Off Presents. Sourcing sponsorship, model casting, venue rig and de-rig, greeting press and celebrities, managing the backstage area.

### **Asos.com** - Marketing and Social Media Intern - August 2008- October 2008

Designing competitions, managing social networking sites, designed promotions as well as trend and mood boards.

### **Christopher Kane** – Design Intern, January 2008- June 2008

Hand stitching of bespoke pieces, assisting the pattern cutting team, drawing technical specifications for factory production, assisting at February 2008 fashion week e.g. dressing models, emergency repairs.

### **Good Morning (TV Show)**

Assistant Stylist - June 2008- September 2009

Stylists assistant on breakfast TV show "This Morning." Duties included working with PR firms and shopping to demonstrate the weekly trend focus, to which we would celebrate on a variety of women of all sizes and ages. Working alongside the show stylist, we would source pieces, style the looks, and perform fittings ahead of the weekly show.

LONDON, ENGLAND

### **The Bridal Room** - Dressmaker's and Studio Assistant, September 2003- July 2005

Assisting the owner with fittings and styling in one on one appointments with brides and the bridal party. I also assisted the in house dressmaker with adjustments and design requests. I also sold my own hand made bridal accessories such as veils, tiaras and garters in the boutique.

### **JJB Sports** - Design Intern - June 2002

Working closely with the design and buying departments assisting to design a new brand logo, designed two sports bags, which went into production and sold in stores all over the U.K.