JOYCE BARAN DESIGN

Joyce Baran
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With over 40 years of Intimate Apparel design, marketing, and management expertise, literally millions of women own and wear Joyce Baran designs. Establishing JBD studio in 2004, this broad and diverse background is now focused on Brands looking to reach the consumer with life style driven products.

2004-present…JBD Joyce Baran Design LLC

Building upon the mission of 'Intimate Apparel from Concept to Consumer' services involve

- Market research and analysis
- Prototype development with full Intimates sample room
- Fitting and grading patterns utilizing Cad resources
- Tech Packs for Production
- Fabrication and manufacturing sourcing

Client base has expanded to the development of any soft goods positioned close to the body including wearable electronics.
Among the technical and creative clients are Invista, Bumbrella, Fashionable Solutions/ Dumi, Adidas, Philips Respironics, Behave Bra, and Thinx.

1994-present… Intimate Apparel Spokeswoman / Designer

Leading seminars, in-store events, corporate presentations and television appearances including segments on Hard Copy, The Joan Rivers Show (QVC), A&E ("Unmentionables...A Brief History"), TNN (Crook and Chase), and Entertainment Tonight. Topics have included the history of lingerie; "From Corsets to Consciousness", fit tips, marketing to women, and dressing smart building confidence through fashion that works.

2002 - 2004…Vice President of Creative Design, Warnaco Intimates

- Established distinct brand identity for Olga and Warner's brands
- Managed process from research through introduction to market in structured timeline

2000 – 2002…Vice President of Merchandising and Design, Jockey International

- Developed Liz Claiborne Intimates collection
- Merchandised Jockey brand bras
- Extensive involvement in sourced manufacturing in Asia and Caribbean

1990 – 2000…Vice President of Merchandising and Design, Smoothie/Strouse Adler

- Repositioned America's first intimate apparel company to retailers and consumers
- Made shape wear approachable and modern with the 'Does What Your Diet Doesn't' collection featuring solutions like 'The Tummy Terminator' and 'Body Reformer'.
- Established CAD based design system reducing lead times by 40 percent.
- Tripled sales and moved the company through acquisition by Sara Lee Corp.

Patents and Consulting

- Holds 3 patents for bra engineering and currently applying for another relating to technical construction.
- Offered reports and opinions as expert witness on patent litigation cases.

Education
Bridgeport Engineering Institute – 2 years
Apprenticeship in Bra and Shapewear design under 3 master designers - 7 years