

Paula ZANGER

Professional designer with strong aesthetics, transferrable skills and innovative expertise. Proven retail sales for licensed programs \$14 million - dinnerware, \$8 million - wallpaper, \$8 Million - stationery. Deep understanding of branded product design combined with developing materials: metals, gemstones, leather, textiles, paper, porcelain, glass, organic concepts.

Orange HOWELL: Collections of Jewelry & Gifts - Owner: New York (April 2009 - Present)

Responsible for all aspects of branded product introductions

- Ornaments: Neiman Marcus Online 2010 - 2013, abc home, Stanley Korshak & jewelers
- Custom Clients: Ritz-Carlton, D.A.R., Brooks Brothers, The Plaza Hotel, The Little Nell, etc.
- Jewelry & gift products: developed marketing and branded images for social media

LUNT Silversmiths - Creative Director: New York (April 2008 – April 2009)

- **Developed Five New Introductions:** From product line to concept to presentation
- **Created Brand Identity:** Showroom, Packaging, Presentations and P.R. Strategies
- **Partnered w/ Licensees:** Oscar de la Renta, NYBG, MFA - Boston, Disney, Eric Carle
- **Designed Product:** Established creative concepts for Lunt Brand, Lunt Baby, Licensees
- **Innovated P.R. Projects:** Limited Edition Sterling Book, Gump's "Made in the Shade"
- **Reconnected:** State Department and The Museum of Fine Arts, Boston

CONSULTING PROJECTS

Ralph Lauren Home (Spring 2013)

- Gift & Table Top Collections, Technical Design - Liason between Design & Vendors

Jacques Carcanagues, Inc. (July 2012 – December 2012)

- Editorial & Strategy: The New York Times, The New Yorker and Luxury Retailers

Robert A.M. Stern Architects (May 2011 – August 2011)

- Presentations and Market Analysis for exploration of Retail Home Collection

Robert Bentley Gemstones (May 2007 – March 2008)

Whole Foods Market (Winter 2006 – Spring 2007) Whole Living Lifestyle Brand - Home

- Produced Presentations: Vendor Guide, Palettes, Product Designs, Market Analysis

Vera Wang New York (Summer/Fall 2006)

- Designed Presentations: Concepts for Gift Collections, Bridal and Classic Gifts

Lenox Inc. New York (Fall 2005 - Winter 2007)

- Designed Private Label Collections: Holiday, Gift, Wedding Dinnerware

PREVIOUS WORK EXPERIENCE

- Creator of multi-million dollar home and gift products, including branding presentations.
- Supervised all phases of product development from initial presentation to final product, encompassing tabletop, textiles, bedding, wallpaper, stationery and decorative items

DESIGN DIRECTOR: Royal Velvet / Group 3 Design - New York (2004)

- Responsible for Royal Velvet's Home core content, design concepts, and all licenses

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LICENSED DESIGN CONTRACTS

TABLETOP:

Rosenthal USA - New York, Commission for Fern Glass collection

Sasaki - New York

- Designed Best Selling “Palazzo” dinnerware, initiated lifestyle “Casual Dinnerware”
- Licensed ongoing china and glassware collections (\$14 million)

STATIONERY: C.R.Gibson - Nashville, TN

- Envisioned Best Selling Collections: Everyday, Holiday, Wedding (\$8 million)

WALLPAPER: Imperial (IHDG) - Cleveland, OH

- Award winning Villa Collection Wallpaper Book (\$8 million)

BATH: Creative Bath, Barth & Dreyfuss - New York

HOUSEWARES: Sakura - New York

TEXTILES: P. Kaufmann - New York, Produced Nouveau Collection

BEDDING: Westpoint,Wamsutta/Springmaid - New York

- Produced collections for Martex Atelier, “Natural Muslin” and eight mass collections

DIRECT to RETAIL

ABC Carpet & Home/ Fellisimo - New York, Luxury silk home collections.

SOFA SOMA - New York, Luxury hand-printed textiles.

- BARNEYS NEW YORK: Four Decorative Home Collections, Advertising Promos
- FURNITURE OF THE 20TH CENTURY: Collections of printed silk. ICFF Presentations
- THE BROOKLYN MUSEUM: Permanent Collection of Decorative Arts

STAFF DESIGNER & FREELANCE PRODUCTION DESIGNER

ACADEMIC BACKGROUND

- Board of Visitors, Emeritus, UW-Madison: School of Human Ecology
- Philadelphia University: Guest Instructor MFA – Textiles
- Advisory Board: First Book – East Harlem, New York
- Savannah College of Art and Design: “Working Class” Guest Designer
- Parsons School of Design and F.I.T: Instructor - Textile Design
- University of Wisconsin – Madison, B.S. Environmental Textile Design, Dean's List
- Fashion Institute of Technology, New York, A.A.S., Textile Design, Dean's List

Visuals available @ www.ZANGER.com / References Available Upon Request