

THOMAS GARNER

creative director graphic designer illustrator

mobile: 310.709.7153 | thgarner@icloud.com | Los Angeles, CA

www.tomgarner.com

SUMMARY Experienced creative director in the apparel sector, well versed in branding, marketing and product print and pattern. I was the creative image force behind Replay Jeans in Italy and later at Lucky Brand in Los Angeles. Both were phenomenally successful and were well recognized for their visual imagery. I went to study art in Italy and ended up spending 24 years there where I started out with the likes of Diesel, Benetton, and Adriano Goldschmied, among many others. My creative work in Italy was published in a book titled *Casual Design by Thomas Garner* that became the industry bible of the time. I am very strong in conceptualizing a look and building a whole story around it. In my design and illustration work I have the rare ability to work in dozens of different styles and in any medium from the brush to the computer with the highest of standards. I work well with clothing designers and am good at helping them realize their inspiration. I enjoy art directing and mentoring other designers and freelancer artist.

EXPERIENCE **Director of Graphic Design**
Lucky Brand Jeans, Los Angeles, CA | 1999 – 2014

- Brought in from Replay to help enhance a overall vintage, rock n' roll look of the brand, and to coordinated that look throughout the company
- Built and directed the in-house graphics and visual services studio that served every aspect of the business from product to promotion. The responsibilities included the following:
 - Concept research
 - Logo designs
 - Branding graphics on the product and Labeling and packaging
 - Print and pattern and tee designs
 - Licensing designs for Dylan, Pink Floyd, Beatles, Triumph, Mustang, etc.
 - Accessory graphic: bags jewelry and perfume, etc.
 - Institutional promotion: stationary, invitations, cards, special events, parties, and foundation events, etc.
 - Retail marketing: Shopping bags and wrapping, gadgets, displays, banners, and signs.
 - Advertising: catalogs and page layouts, posters and billboards

Creative Director, Graphic Designer, illustrator
Replay Blue Jeans S.p.a. Asolo, Italy | 1989 – 1999

- Created the overall vintage Americana look of the brand, giving it a densely layered sense of lived history and coordinated that look throughout the company
- Built and directed the in-house graphics and visual services studio that served every aspect of the business from product to promotion. The responsibilities included the following:
 - Concept research

- Logo designs
- Branding Graphics on the product and labeling and packaging
- Print and pattern and Tee designs
- Accessory graphics: bags, belts, glasses, perfume, and shoes
- Institutional promotion: reports, stationary, invitations, gifts, cards, special events, and parties, etc.
- Retail marketing: Shopping bags and wrapping, gadgets, displays, banners, signs, and murals.
- Advertising: catalogs and page layouts, posters and billboards, concept and overseeing of TV commercials
- Replay café branding, signs and menus
- Painted the paintings and portraits that decorate the HQ and Milan showroom as an expression of the handmade quality of the whole.

Freelance Graphic Designer

Italy, various Ad Agencies and Design Studios | 1981 – 1989

- **Studio Italia Moda S.r.l.:** Rene Lezard, casual clothing; Murphy & Nye, sports clothing; Lee Italia, jeans; Henry Cottons, sports wear
- **RSCG, Milano :** Bata, shoes; Citroen, automobiles
- **Young & Rubicam Italia S.p.a.:** Standa, department stores
- **Service Graphic Systems S.r.l.:** Pepperino, children's wear; Carrera, Jeans
- **Novaidea S.n.c.:** Rivet, jeans wear; Retour, casual sports wear; Diesel, jeans wear; Ugo Boss, men's wear; Benetton, casual clothing; 012, Benetton children's wear; U Boat, casual wear; Goldie, casual wear, Hot Products, casual wear; Colle, sports wear.
- **Ayer, Padova S.r.l.:** Lloyd Adriatica, insurance; Nordica, ski wear; M.A.S.H. jeans wear
- **Audio Visual S.r.l.:** various animations for TV commercials.
- **T & B Needham:** Seleco, televisions; Collizzolli, salame; Vigna Veneta, wine contorium; Pamorama, supermarkets; Isola del Sole, tourism

TECHNICAL SKILLS

Software: Very strong in Photoshop and Proficient in, Illustrator, and InDesign.
 Print Production: Experienced in image editing and prepress file preparation
 Illustration: Very skilled in nearly every technique and medium including drawing, inking, calligraphy, block printing and stenciling. Accomplished painter in watercolor, gauche, and oils.
 Teaching: instructor in Classical Oil Painting at UCLA Extension

EDUCATION

University of California, San Diego
 Academy of Fine Arts, Venice, Italy

PUBLICATION

Casual Design by Thomas Garner — Happy Books, 2000, a monograph of my design work in Italy