

ATHENA WRANN

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DESIGN + CREATIVE LEADER

SUMMARY

Seasoned design executive with a proven track record of elevating brands and driving growth through innovative, market-relevant design and creative strategy. A collaborative and influential leader who inspires high-performing teams and fosters strong cross-functional partnerships. Passionate about the end-to-end design process, from concept to customer, with deep expertise in global production and a reputation for delivering creative excellence through trusted partnerships.

CORE STRENGTHS

Design Strategy: Product line architecture, color and print direction, material innovations, and customer insights integration

Creative Direction: Concept to market leadership, visual storytelling, brand positioning, campaign alignment, and inclusive design

Global Development: Fit and construction expertise, bra innovation, seamless technology, active and casual apparel, accessories, vendor partnerships, and global sourcing

Leadership & Collaboration: Team building, executive communication, mentorship, cross-functional influence, process creation and optimization

PROFESSIONAL EXPERIENCE

Ariela and Associates International | Vice President, Design + Creative | Jan 2024–Present

- Lead design and creative direction for a diverse intimates portfolio across licensed, private label, and owned brands including Parade, Curvy Couture, Fruit of the Loom, Fresh, and Walmart Ladies & Girls Private Brands.
- Creative directed Parade through multiple launches from concept to execution—overseeing imagery, messaging, and campaign strategy to deliver cohesive storytelling and deepen Gen Z engagement.
- Led the Curvy Couture rebrand, elevating photoshoot standards and design guidelines to strengthen customer connection and position the brand for future collaborations and retail growth.
- Placed Fruit of the Loom Ladies bras in Target, expanding brand distribution; directed the HommeGirls x Fruit of the Loom collaboration; and led concept and creative for the relaunch of Fresh, rolling out across 3,400 Walmart doors for Spring 2026.
- Served as executive sponsor for a global consultant engagement to establish a unified seasonal calendar and repeatable design-to-market process across all brands.

Victoria's Secret PINK | Senior Vice President, Design | 2012–2023

- Directed design across intimates, swimwear, activewear, casual apparel, and accessories, leading a 40+person team across silhouette, surface design, print, and product development.
- Drove brand growth from ~\$1B to ~\$3B through trend-right, market-dominating product strategies.
- Partnered with technical and product development teams to ensure superior quality, fit, and speed-to-market.
- Served as a subject matter expert during the merger of Victoria's Secret International, PINK, and Beauty, leading design integration initiatives.
- Appointed to the company's first DE&I executive task force; championed inclusive design initiatives including expanded sizing, broader skin tone representation, gender-free and period products, and adaptive intimates in partnership with Gamut/Runway of Dreams.

Happy Nation | Senior Vice President, Design | 2021–2023

- Led design development for the launch of Happy Nation, a gender-free DTC brand for tweens under the VS&Co umbrella.
- Defined product strategy and brand identity across silhouette, fit, color, print, wash, and branding to establish an inclusive aesthetic and strong market positioning.

Earlier Roles

- Free People | Designer, Intimately (2010–2012) ·
- Express | Associate Designer, Intimates and Swim (2005–2008) ·
- Ariela & Associates | Designer, Badgley Mischka Lingerie (2008–2010)

EDUCATION

Fashion Institute of Technology — Bachelor of Fine Arts, Fashion Design