

*Lindsay*



*Toomey*

# *Lindsay Star Toomey*

Designer. Merchandiser. Artist.

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My devotion is to continue practicing, creating, and expanding in this world as an artist.



Lindsay Star Toomey is an American designer, merchandiser, and artist living, working, and native to Los Angeles.

Contact:

**LST@LindsayStarToomey.com**





Siren  
MARK NASON





Stitch  
MARK NASON





Siren

MARK NASON





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Siren

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CATEGORY: **LIFESTYLE**

PRODUCT NAME: **ROYALTY**

SEASON: **SPRING 11**

PRICE: \$110.00

DESIGNER: **Max**

FILE: **111-00**

UPDATED MODELS/COMPETITORS

CONSUMER PROFILE

DESIGN DIRECTION

MATERIALS



CATEGORY: **LIFESTYLE** PRODUCT NAME: **ROYALTY** SEASON: **SPRING 11**

PRICE: \$120.00 OFFERS: \$80.00 COST: \$11.00

UPDATED MODELS/COMPETITORS	CONSUMER PROFILE	DESIGN DIRECTION
 <p>COMPETITOR 1: [Brand Name] - [Color] - [Material] - [Price]</p> <p>COMPETITOR 2: [Brand Name] - [Color] - [Material] - [Price]</p>	 <p>CONSUMER 1: [Age] - [Gender] - [Occupation] - [Lifestyle]</p> <p>CONSUMER 2: [Age] - [Gender] - [Occupation] - [Lifestyle]</p>	 <p>DESIGN 1: [Style] - [Color] - [Material] - [Price]</p> <p>DESIGN 2: [Style] - [Color] - [Material] - [Price]</p>

MATERIALS



DESIGNER: [Name] - [Location] - [Year]

FOUNDER: [Name] - [Location] - [Year]

MADE: [Country] - [City] - [Year]

STYLING: [Name] - [Location] - [Year]

PRODUCT NAME: **ROYALTY UTILITY** FINAL SKETCHES


FINAL SKETCHES / DESIGN DIRECTION



PRODUCT NAME: **ROYALTY UTILITY** COLORWAYS/RENDERINGS



PRODUCT NAME: **ROYALTY UTILITY** LINE ART / UPPER OPTIONS




UTILITY -S-





UPRISING -S-



PRODUCT NAME: COURT



PRODUCT NAME: COURT LINE ART: COLORWAYS



PRODUCT NAME: COURT LINE ART: COLORWAYS



PRODUCT NAME: COURT FINAL PRODUCT: COLORWAYS



COURT -S-



CATEGORY: <b>SPORT / FUSION</b> PRODUCT NAME: <b>CREST</b> SEASON: <b>FALL 11</b>	PRICE: \$80.00 SKETCH: 0001 FOR: 10.00
<b>UPDATED MODELS/COMPETITORS</b> 	<b>CONSUMER PROFILE</b> 
<b>MATERIALS</b> 	<b>DESIGN DIRECTION</b> 

PRODUCT NAME: <b>CREST</b> LINE ART / COLORWAYS: 
<b>FINAL DESIGN / LINE ART</b> 

PRODUCT NAME: <b>CREST</b> FINAL PRODUCT / COLORWAYS: 
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PRODUCT NAME: <b>CREST</b> FINAL PRODUCT / COLORWAYS: 
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CREST -S-



# *Sole Girl* by Moo Moo

- ~open toe ballet slip on upper
- ~medial profile panel open for comfort and breathability
- ~Color blocked canvas layered panel trimmed with metallic piping
- ~padded microfiber footbed with screen print option
- ~slight 1" heel polyurethane one unit mold o/s
- ~charm attachment option on any trim piping
- ~Embroidered starburst logo on heel



*Medial*



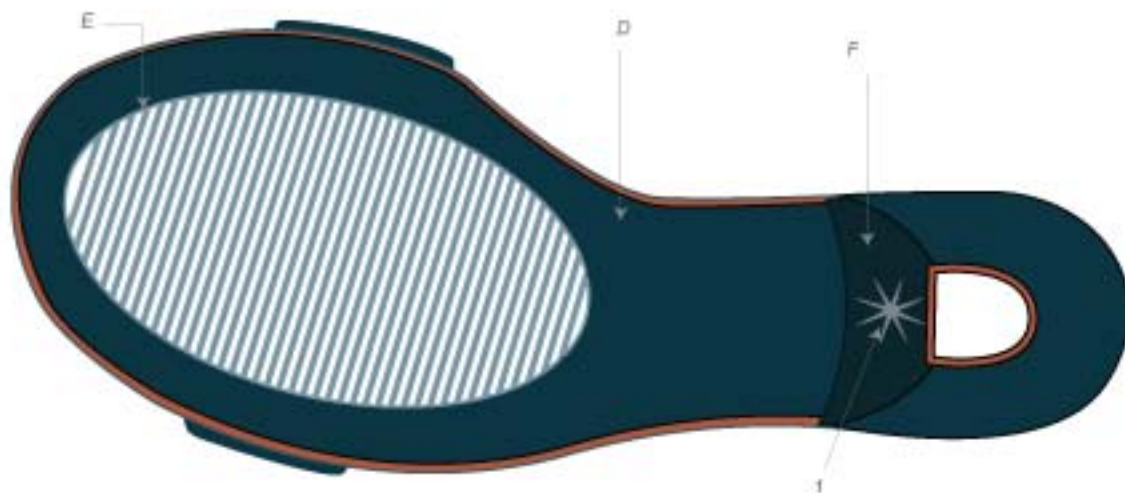
*Lateral*

## *Colorways*





# Sole Girl



## PANTONES:

TAN	METALLIC GOLD	BROWN
PANTONES BRONZE	PANTONES CREAM	PANTONES TAN GUM

## MATERIALS:

- A.) FULL GRAIN LEATHER
- B.) SYNTHETIC SATIN
- C.) ELASTIC MONOGRAMMED GORE STRAP WITH GOLD LETTERING WORDS "PEACE"
- D.) PLASTIC COATED TPU WITH SAND TEXTURE
- E.) SPLIT RUBBER OUTSOLE WITH STOCK TREAD PATTERN
- F.) TPU SHANK / METALLIC COATED
- G.) SPLIT SUEDE

## 1.) ARCH RECESSED LOGO (COLOR POP PER LEATHER)



## 2.) SUBLIMATED STARBURST ON FOOTBED PU



## 3.) SUBLIMATED FOOTBED HEEL LOGO

Sole Girl

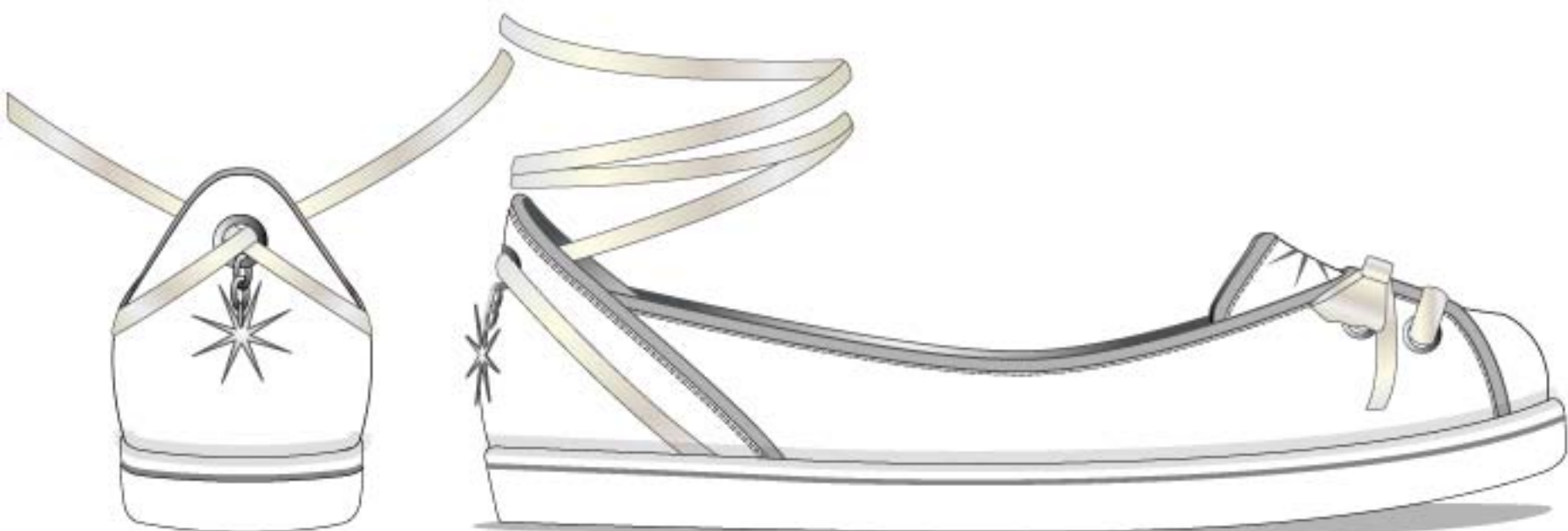


# Sole Girl<sup>®</sup>

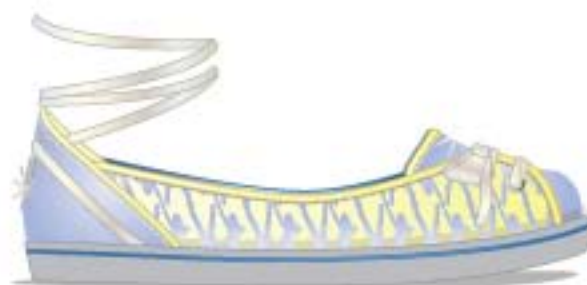
by Moo Moo

Young Womens Lifestyle designs

- ~ Maryjane upper on vulcanized o/s
- ~ Satin ribbon ankle strap closure
- ~ Satin ribbon bow toe closure
- ~ metal grommet on heel for charm attachment
- ~ 8 mm metal eyelets
- ~ canvas upper option with screenprint
- ~ pk mesh lining + screenprint logo
- ~ Embroidered starburst on tongue



Colorways

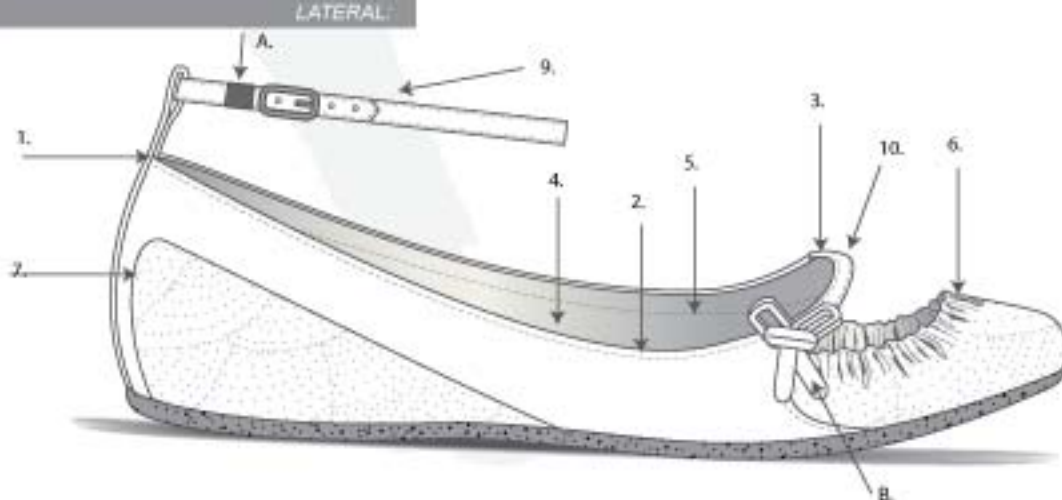




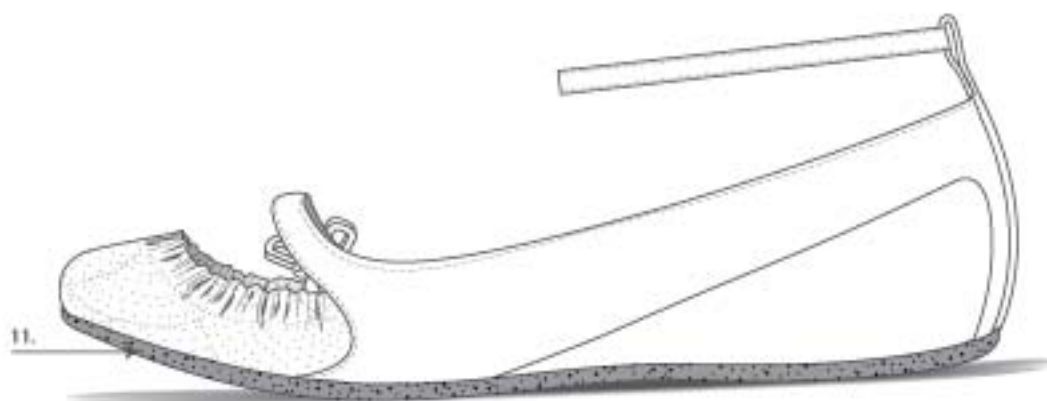


## UPPER CALL OUTS:

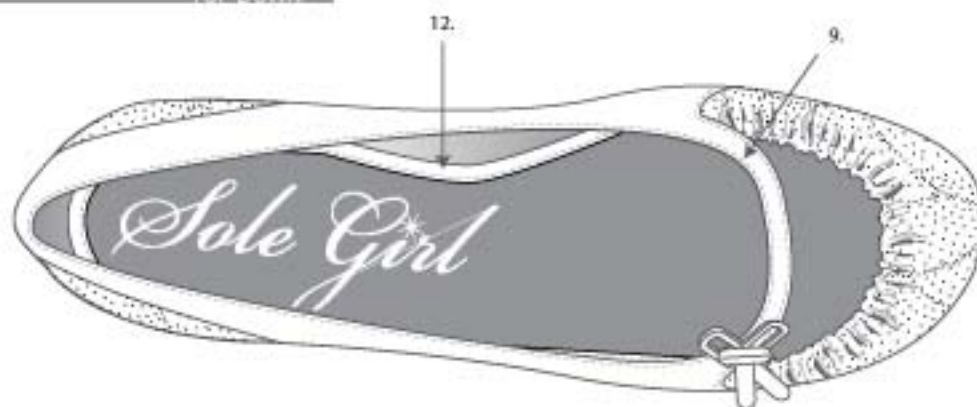
- 1.HEEL HEIGHT:
- 2.LOWER COLLAR HEIGHT
- 3.TOP COLLAR HEIGHT:
- 4.INNER FOAM LINER BACKING :2mm
- 5.INNER STITCH LINE
- 6.PU LEATHER TOE WITH ELASTIC WRINKLE VAMP EDGES
- 7.BLIND SEAMED HEEL PANEL
- 8.HEEL STRAP FORMING LEATHER ANKLE STRAP LOOP
- 9.LEATHER ANKLE STRAP WITH ADJUSTABLE BUCKLE
- 10.LEATHER FOREFOOT WRAP
- 11.USE EXISTING RUBBER OUTSOLE PREFERABLY 7MM THICK WITH LIGHT SANDBLAST TEXTURE, RADIUS EDGES
- 12.PIG SKIN BORDER AROUND SOFT MESH FOOTBED LINNER



## MEDIAL



## TOP DOWN



A.) Metal buckle with elastic flex panel



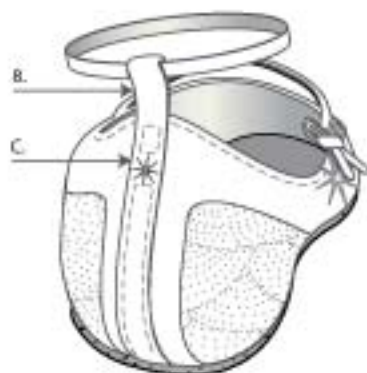
B.) Leather bow tie forefoot strap ending, stitched down



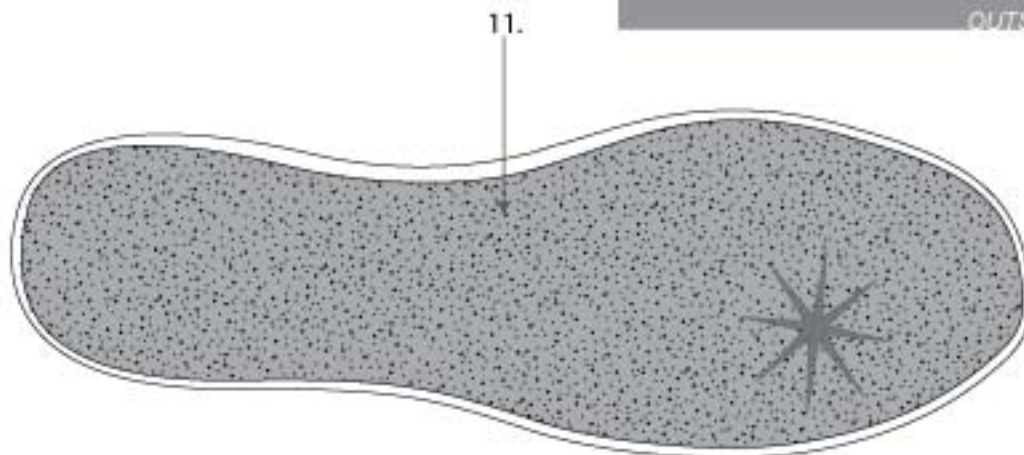
C.) Embroidered star burst



## HEEL



## OUTSOLE

















# Sole Girl

by Moo Moo

- ~2 1/2 inch cork wedge heel with material overlay option with metal stud fixtures
- ~Metallic TPU heel plate and fore plate
- ~Open toe fashionable upper with tweed or ruffled satin / leather combo
- ~Metal buckles for strap closure with metal ring for charm attachment
- ~Binding with pinking for embellishment around upper panels
- ~Microfiber footbed with 3 mm soft foam padding.
- ~Screen print option on foot bed lining
- ~Metallic upper lining



Option 1



Option 2



Option 3

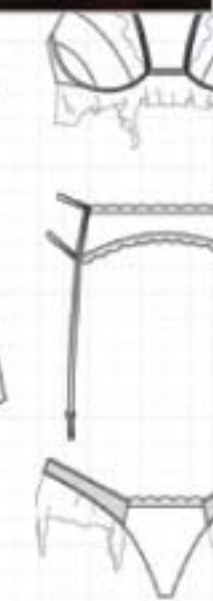
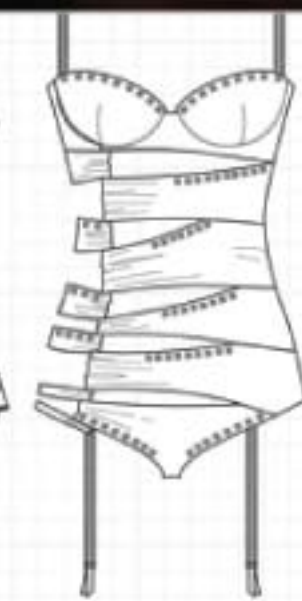
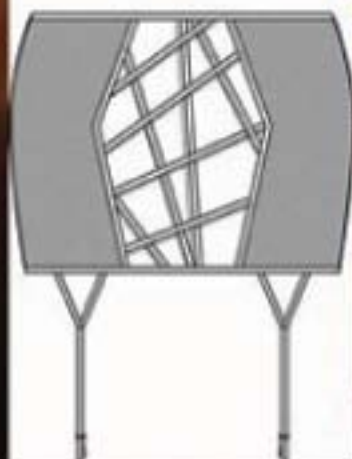
wood wedge  
clog  
with canvas  
overlay  
with staple  
fixtures





DESIGN CONCEPTS







# *Lindsay Star Toomey*

Designer. Merchandiser. Artist.

## EXPERIENCE

### MARK NASON

#### **Footwear Designer**

- Womens Designer for high-end, hand-made Italian boots
- Work with Italian factories and leather tanneries to produce fashion forward product for higher price point market
- Research and Develop cutting edge material applications, finishes, trims and design graphics/prints for seasonal briefs

### SKECHERS

#### **Footwear Designer/ Merchandiser**

- Worked closely with Executive VP of Production and VP of Design to Develop/Conceptualize seasonal target market product
- Manage projects from concept to production
- Men's USA senior designer
- Demonstrate high-level understanding of brand direction and target market
- Oversee communication between development, design, and vendors in all aspects of development

### SKECHERS

#### **Footwear Designer**

- Mens USA Designer for lifestyle, court fusion, sport fusion, dress, dress casual, trail/outdoor, sandal, utility and work divisions
- Adjacent design/materialization responsibilities for inner company licensed brands: Shape ups, Kids, Womens USA, Sport, and Kitson
- Responsible for MENS USA design and development, mold designs, technical packs, material sourcing, revisions and approvals with overseas suppliers
- Trend forecasting, market shopping and print/graphic research and design.
- Blueprint revisions and cross section illustrations and analyses
- Worked with Sales, R&D, Marketing, and outside agents to develop commercially viable products

### SKECHERS

#### **Footwear Developer/Colorist**

- Finalized season development: materialization and pattern revisions for Men's and Women's lifestyle, sport fusion, dress, casual, sandal, and work divisions
- SMU designer for Domestic and International accounts
- Worked closely with technicians, senior designers and design directors on solving and executing footwear concepts from an artistic, commercial, and technical viewpoint.
- Mens USA and Womens sport Jr. Designer

## FREELANCE

### SOLE GIRL

**Footwear Designer:** Young Women's Fashion design and accessories

### GLOBE

**Footwear Graphic/Print Designer :** Young Women's lifestyle

## OVERSEAS EXPERIENCE

- Seasonal overseas travel to Chinese factories, and trendforecasting travel to Europe and Canada
- Strong understanding for production timelines and outsole manufacturing
- Able to read and revise shell patterns, cross sections, and blue prints

## EDUCATION:

University of California, Davis

Bachelor of Science Degree: Fashion and Product Design

Fashion Institute of Design & Merchandising, Los Angeles, Ca

Associate of Arts Professional Designation Degree: Merchandise Product Development





CONTACT:

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THANKS FOR TAKING A PEEK.