



since 2021	Alexa Dehmel – active sports design & consulting
AGENCY Revival	Expert in Sports Clothing Design Innovation & Sustainability Consultancy Functional Fabric Curator Guest Lecturer Freelance Journalist
Since 2022	GOLD'S GYM – Design of first Global Performance Fitness Collection from scratch - Launch January 2024 – RSG Group
Since 2021	AMD Akademie Mode & Design – Guest Lecturer Product development
2016-2020	BARTENSTEIN® ACADEMY - "CAMPUS OF THE FUTURE" concept 2016 - opening 2019 - closure due to pandemic 2020
Since 2018	FUNCTIONAL FABRIC FAIR/ Portland Spring + Fall & New York Summer Curator Fabric Forum/ RX Global USA
2018	UVEX/ Design ALL DAY ACTIVE collection
2017-2018	KINETIXX/ W+R Metzingen/ Design ski gloves collection
2016-2017	NORTH SAILS / Design & Consulting Sailing Capsule collection/ Oakley Capital
2016	UVEX/ Design SUXCEED Workwear collection
2016-2021	INTERSPORT/ NAKAMURA Bike collection
2015-2016	ADIDAS SAILING/ Consulting/ Design & Special Developments
2014/ 2017	W.L. GORE/ Design & Consulting internal projects
2013- 2015	MEWA/ Design MEWA DYNAMIC Workwear Line + MEWA Outdoor
2013- 2020	ISPO AWARD/ Head of Apparel Jury
2009-2015	VÖLKL/ Design Big Mountain Range + Performance Wear
Since 2009	PERFORMANCE DAYS MUNICH/ Curator/ Conception Fabric Forum Since 2023 Curation Fabric Forum, Footwear Forum, Innovation Forum
2011-2012	PUMA/ Americas Cup/ ORACLE Racing/ Design Teamgear
2008-2012	PUMA/ VOLVO Ocean Race/ Design Inline Collection
2008-2011	KAIKIALLA / Design Outdoor collection/ Eurofamily-Globetrotter
2006	VAUDE/ Design Ski Freeride collection
2004-2006	LÖFFLER/ Design Nordic + Outdoor collection
2004-2006	ELESSE / Design Ski Capsule collection/ Pentland Group UK
1997-2004	SUB INDUSTRIES/ Design Snowboard & Swim collection
1996-1998	ARIELLA/ Univers Textil/ Design Swimwear collection
1996-2006	KOPPERMANN/ Software Trainer TEX-DESIGN/ Europe
1994-1996	ESMOD MUNICH/ Lecturer Design 2 nd Year
1991-1993	TONGA/ Design Assistance Women ´s Prêt-à-Porter & Swimwear
1988-1991	ESMOD PARIS/Double Degree Diploma Fashion Design & Pattern Making

Expert in Sports Clothing Design | Innovation & Sustainability Consultancy | Functional Fabric Curator | Guest Lecturer | Freelance Journalist

Performance Sports Clothing and Sportswear Design Expert with 20+ years experience in the industry apparel business and design agency, Functional Fabric Curator since 14+ years for Performance Days and Functional Fabric Fair, Trend Scout, Guest Lecturer and free Journalist.

I maintain an extensive network of leading experts as well as personal connections to relevant cooperation partners and supporters, which I may contribute profitably to my customers and the textile industry.

Former Youth pro athlete – Skiracing/ Tennis/ Gymnastics, outdoor enthusiast, skier, tennis player, SUP paddler and occasional kite surfer.

WHO WE ARE

We have a true passion to advise companies in the textile industry for the future responsible way, with focus on the potential of the respective brand and to support the successful implementation. Strong expertise in working with product teams to build brand equity through creating a truly valuable product range.

WHAT WE DO

Future-responsible Apparel Design & Product Management - High Technical Competence - Strategic Concept Planning - Collection Briefing & Creative Direction - Solution oriented Consulting- Craft & 3D service throughout the valuechain - High Expertise in Sustainable Fabric Concepts - Speed to Market support - Digital Transformation - Usercentered - Sustainable Solutions - Ecosystem Thinking - European and Far East Factory Experience concerning Prototyping - Guest Lecturer - Large Network

SOFTWARE

Adobe Suite - Tex-Design - Midjourney - Microsoft 365 inhouse /

Assyst CAD + Vidya - CLO 3D outsourced

www.active-sports-design.com

<https://www.linkedin.com/in/alexadehmel/>

<https://texpertscollab.com/>

www.active-sports-design.com - Alexa Dehmel, Westermühlstraße 32, 80469 München

Alexa Dehmel - active sports design & consulting