

PEACH LAI

PEACHLAI.COM ♦ DESIGN/PRODUCT DEVELOPMENT ♦ HI@PEACHLAI.COM



♦ ABOUT PEACH

New York, NY

Peach Lai is a graphic designer with 10 years of experience in fashion, specializing in the design and product development of clothing and accessories from concept through to bulk production. Her work also extends to branding, packaging, marketing assets and product artwork.

♦ EXPERIENCE

New York, NY

FANTASEYES DESIGN & PRODUCT DEVELOPMENT

2023–2025

- FantasEyes designs and manufactures accessories, primarily sunglasses and jewelry. I designed, curated, and developed eyewear collections for major retailers including Urban Outfitters, ALDO, MANGO, and Nordstrom.
- in 2024, my responsibilities expanded to oversee the development and production of hundreds of monthly styles ensuring clear communication with multiple factories to meet quality standards and timely deliveries.
- Played a crucial role in developing top-selling Ed Hardy eyewear styles since FantasEyes acquired the license, contributing to 26.5k+ units sold.
- Created CADs, colorways, seasonal trend packages, and custom presentations using Adobe CC in collaboration with sales and buyers.

WHISPERING SMITH DESIGN & PRODUCT DEVELOPMENT

2015–2020

- Whispering Smith is a UK-based clothing importer and wholesaler.
- I designed and developed men's and young men's apparel across multiple categories for major U.S. retailers from concept to production.
- Using Adobe CC, I created tech packs, CADs, logos, packaging, marketing collateral, and trade show materials in collaboration with sales/buyers.

COLOR & TRENDS GRAPHIC DESIGN

2014–2017

- Color & Trends was a trend forecasting platform similar to WGSN, providing insights across all categories of apparel and accessories.
- I was responsible for designing weekly trend reports, promotional email blasts, and visual content for their sister blog and social media channels.

♦ SKILLS

Apparel & Accessory Design
Graphic Design & Illustration
Product & Brand Development
Trend Forecasting & Research
Factory Communication
Marketing Materials

♦ EDUCATION

CUNY City College (CCNY)
BA, Art & Graphic Design
Class of 2014

♦ SOFTWARE



♦ INTERESTS

Spicy Chicken Nuggets
Reality Competition TV
Early 2000s Nostalgia
Creating Spotify Playlists
Cult Classic Cinema

♦ REFERENCES AVAILABLE UPON REQUEST. LET'S WORK TOGETHER SOON! ♦