
WILLIAM G. HILDEBRAND III

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I am a CMF designer with 7 years of experience in the fashion/activewear industry across design, trend forecasting, photography, e-commerce, and retail. My background as a trend consultant — where I led projects for heavy hitting brands such as Timberland, Vans, and Foot Locker — has furthered my attention to detail and brought out an enthusiasm for client-facing presentations. Through extensive consumer research and trend analysis, I have also developed a fascination for understanding the link between societal shifts, emotional triggers, and consumption patterns. In my current position at a global sporting goods company, I forecast societal trends, create seasonal concepts, and apply color to footwear products — with the goal to gear people towards a consistent performance and a positive attitude. Having held multiple roles in the sports industry and being an outdoor enthusiast reinforce my desire to pursue a career in the active & wellness world, where I feel confident and where I can express myself authentically.

Experience

CMF Designer & Color Analyst

Mizuno – Rotterdam, The Netherlands
2021 - present

Currently, I collaborate with Mizuno's global footwear color team (Japan, US, Europe) to establish seasonal color strategies for performance and sportstyle categories through market research, trend analysis, and concept development. Additionally, I create color and material concepts as well as technical indications for various sport categories including running, indoor, and sportstyle.

Director of Activewear (Trends & Color)

Fashion Snoops – New York, US
2018 - 2021

My role at Fashion Snoops aimed at exploring macro socio-cultural trends and predicting how they can influence activewear design. I published forecast reports for fashionsnoops.com with the goal to inspire our clients with future opportunities.

In addition to constantly being on the lookout for the latest innovations, I also had the opportunity to work as a consultant for apparel & footwear brands in order to help their teams identify top layer conversations, creative direction, marketing activations, and key colors with cultural relevance in mind.

Clients: Vans, Timberland, Woolrich, Footlocker, Champs

Business Development (Activewear Trends)

Inmouv (Carlin International) – Paris, France
2016 - 2018

I began working in the fashion trends industry as a sales agent which gave me a better understating of clients' overall needs – something that is still useful as of today in my artistic position. While the missions were initially business driven, I was gradually trusted to partake in creative operations such as consulting meetings, content strategy and trend forecasting. This progressive evolution pushed me to grow towards the role I currently occupy.

Product Photography & Sales Associate

Actuel B – Avignon, France
2014 - 2016

My first accomplished professional experience was as a sales associate at a luxury fashion retailer where I developed my fashion knowledge, an eye for detail, a keen sense of styling and strengthened my client-facing skills.

Since the store wasn't embracing e-commerce opportunities, I volunteered to lead a digitalization project where I created a shooting studio and was rapidly responsible for product photography as well as the management of the new e-commerce platform. The project led to a new main source of revenue for the French boutique.

Skills

Trend Concept
Color Design
Creative Writing
Graphic Design / Layout
Project Management
Client Liaison
Product Photography

Adobe Creative Suite
Illustrator
Photoshop
After Effects
Google Suite / Office365
Mac environment

Passion Projects

@_salomonsters (footwear experiments)

I carefully select my favorite details from several existing shoes and merge them into a new conceptual "rmonster" hybrid. One could say I upcycle e-commerce imagery to extend their lifecycle.

@positivementalenergy (running club)

The 2020s inspired me to create Positive Mental Energy (PME), a New York based running club for people to connect, explore and heal together.