

EMILY BUSSE

EXECUTIVE DESIGN & MERCHANDISING LEADER

Transformational merchandising, design, & product development executive with a distinguished track record of building and scaling apparel businesses across intimate apparel, sleepwear, loungewear, activewear, and essentials. Recognized for driving category expansion, identifying white spaces, and translating consumer insights into profitable growth strategies for leading brands and retailers including Walmart, Amazon, Costco, off price channels, & Sam's Club. Proven success growing businesses from emerging categories into market-leading divisions, including expanding a bodywear business from \$7M to more than \$110M in annual revenue. Combines creative vision, business acumen, and operational excellence to develop compelling product assortments, strengthen retail partnerships, and accelerate speed to market. An influential leader of global cross-functional teams known for fostering collaboration, elevating talent, and delivering innovative products that drive both brand relevance and financial performance.

CONTACT



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SKILLS

STRATEGIC & CREATIVE LEADERSHIP

- Brand & Product Strategy
- Product Innovation
- Consumer-centric Design
- Trend Forecasting & Cultural Insights
- White Space Identification
- Creative Direction
- Merchandising Strategy
- Future-Focused Assortment Planning
- Organizational Leadership

TECHNICAL

- Sleep & Loungewear
- Intimate Apparel
- Activewear
- Fit & Quality Management
- Global Sourcing
- Adobe Creative Suite
- CGS & EXENTA PLM
- Microsoft Office Suite

EDUCATION

Bachelor of Arts

Textiles
Savannah College of Art & Design (SCAD)

EXPERIENCE

SENIOR VICE PRESIDENT OF DESIGN, MERCHANDISING & PRODUCT DEVELOPMENT

PPI APPAREL, New York, NY | 2023- PRESENT

Leads design merchandising and product development strategy across a 30M+ portfolio spanning women's, men's and children's sleep, lounge and underwear brands including Dickies, USPA, Bebe, Tahari, Joe Boxer, Realtree, Kathy Ireland, Gloria Vanderbilt, and Sleep & Co.

- Identifies white space opportunities, assortment optimization initiatives, and growth opportunities with a deep product acumen, focusing on curating and influencing assortments.
- Directs end-to-end product creation from concept through delivery, ensuring brand alignment, quality, profitability and speed to market.
- Drives innovation through trend-right assortments, category expansion and strategic market analysis.
- Implemented process improvements and centralized systems that reduced lead times and improved execution accuracy.
- Launched a new women's scrubs business, capturing untapped market opportunities and expanding customer reach.

SENIOR VICE PRESIDENT OF MERCHANDISING & DESIGN

ALPINE CREATIONS, New York, NY | 2022- 2023

Led merchandising and design teams for Walmart and Sam's Club apparel programs exceeding 200M across activewear, knit tops, bottoms and outer wear

- Defined and championed the creative vision, driving innovation from concept through commercialization while creating differentiated product stories and strengthening executive-level retailer relationships.
- Managed merchandising activities through competitive research, consumer preferences and market dynamics to anticipate emerging trends and opportunities for pre-line targeting. Translated insights into design strategies that keep ahead of competition and provide customers with the most saleable, on-trend product within brand aesthetic and price target goals, continuously driving newness and innovation.
- Introduced new product categories and process improvements that enhanced speed, communication and operational effectiveness.

VICE PRESIDENT OF MERCHANDISING & DESIGN- BODYWEAR

UNITED LEGWEAR, New York, NY | 2022- 2023

Transformed the Bodywear division from &M to more than 100M in annual business across Nordstrom, Walmart, Amazon, Costco, Off Price, Family Dollar and other retail partners.

- Spearheaded successful launches for Puma, Starter, Parker & Fox including multiple retailer-exclusive programs, expanding categories across sports bras, underwear, sleep and lounge as well as active for women, men and kids.
- Leveraged technical design expertise with an advanced understanding of garment construction to guide fit requirements and quality standards while maintaining efficiency.
- Synthesized runway, fashion trend and color analysis globally to influence ideation and delivered articulate presentations of design concepts to existing customer leadership teams, acquiring and growing new strategic partnerships with market strategy decks that align brand value and product architecture.

EARLIER EXPERIENCE

Designer & Merchant- Self Esteem Clothing, New York, NY

- Led product strategy and development for 50M in women's juniors at Walmart, Kmart & JC Penney

Designer Juniors Team - Walmart Trend Office New York, NY

- Designed apparel for Ocean Pacific and No Boundaries, leading high-value private label programs and trend initiatives.

Head Designer- Knothe Apparel Group New York, NY

- Directed design & development for IZOD, GEORGE, and NOBO men's and boy's underwear, sleep and lounge programs at Walmart, JCPenny, Bealls, and Steinmart.