



MARVEL

DEADPOOL D23
Q4 FY24

My Contributions to this project:

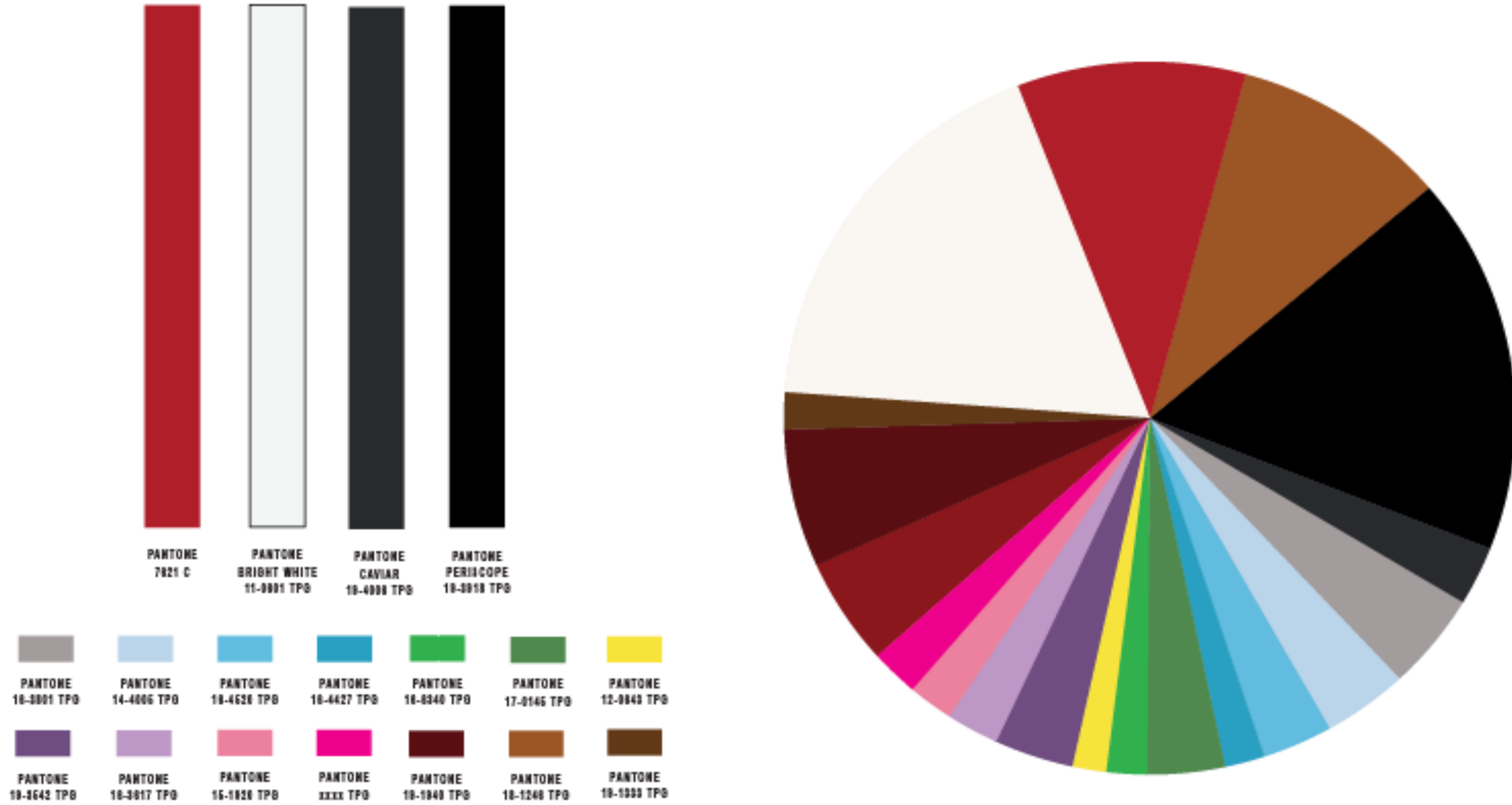
Led end-to-end product development across a multi-category Deadpool capsule, translating character driven storytelling into commercially impactful apparel and accessories.

Partnered cross functionally to refine and elevate embellishment techniques, ensuring execution aligned with brand standards and cost targets. Oversaw all stages of development including sample iterations, trim approvals, and production readiness, maintaining quality and consistency throughout. Actively participated in fittings to optimize fit, construction, and final garment execution, ensuring each piece delivered both design intent and consumer appeal.

DEADPOOL-D23



Q4 FY24
D23: DEADPOOL CAPSULE
 COLOR PALETTE





CUSTOM BACK NECK
TAPE



WOVEN TAG



DIGITAL PRINT



EMBROIDERY



RUBBER HEAT TRANSFER

Q4 FY24
D23: DEADPOOL CAPSULE
ASSORTMENT OVERVIEW

