



MB X HW COLLAB CP

COLLECTION PRESENTATION

BUILT TO PERFORM.
MADE TO COLLECT.



A COLLABORATION DRIVEN
BY PERFORMANCE AND PLAY.

2025

My contributions to this project:

Led creative direction and graphic design for the Mercedes-Benz x Hot Wheels collaboration, translating the vehicle's design language into a cohesive apparel and accessories collection.

Partnered cross-functionally with internal packaging and toy teams to secure alignment and approvals, while also collaborating with the external Mercedes-Benz team to ensure brand integrity across all touchpoints.

Owned product development from concept through sampling, working closely with vendor to maintain graphic fidelity between the die-cast car and apparel executions.

Drove timelines and deliverables to meet key milestones, successfully launching the collection for an in-person event where merchandise was sold.



MB X HW COLLAB CP

A full-throttle fusion of performance and play. The Mercedes-Benz x Hot Wheels Collab Collection brings iconic design, racing energy, and collectible detailing to limited-edition apparel and accessories.



APPAREL

CHEST EMBROIDERY



HEAVYWEIGHT TEE
NAVY

CHEST EMBROIDERY



PREMIUM HOODIE
SLATE BLUE

FRONT



WORK JACKET
BLACK

BACK



ACCESSORIES



TUMBLER
AOP

THE COLLECTION

From the track to the street, this collection celebrates speed, design, and imagination. Each piece is built for collectors, fans, and anyone who lives life in the fast lane.



ICONIC COLLAB



LIMITED EDITION



COLLECTIBLE DETAILING



PREMIUM QUALITY



**BUILT TO
PERFORM.
MADE TO
COLLECT.**

