

Introduction

TEN80 Design Inc. represents a full circle approach to the three key disciplines of product design: creative use of color, innovative design and quality development. Together these 360° perspectives create a full “1080 view” covering all aspects of delivering the very best product to market.

We interpret the fashion mood today, and forecast the product directions for tomorrow. TEN80 Design can help you to imagine the future, create the product, give sense to it and ensure its proper development.

Linda Poetsch, Creative Director and Designer, has considerable experience in the Sports and Fitness Industry—spending 20+ years working for such brands as Speedo, Nike, White Stag, Britannia Jeans, Avia, adidas and Fila in both footwear and apparel. She has extensive skills in the areas of design, development, production and marketing of product.

How we do it

- Footwear/Apparel/Accessories Design (including Technical drawings)
- Color and Trend Forecasting
- Materials Development/Sourcing
- All Aspects of Product Development
- Color Merchandising
- Catalogs, Logos and Web Design

Client List

- AQX
- Ariat International
- Cloggens
- Columbia Sportswear Inc.
- Fat Bishop
- Gravis
- Heelys
- Keen
- Korkers
- Lazy Town
- Magic32
- Montrail
- Newton Running
- Savier
- Sorel
- Spira
- Thorlo

Various color consulting for other design studios.

Awards/Media

2005 British Equestrian Trade Association Innovation Award for Ariat ULP Boot and ULP Half Chap.

KOIN/CBS News 6: Portland TV News, OR, 3/5/05
AQX, Inc. Unveils New Deep Water Running Shoe



Linda S. Poetsch
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Design Studio Specializing

in

Color and Trend Forecasting

Product Design and Development

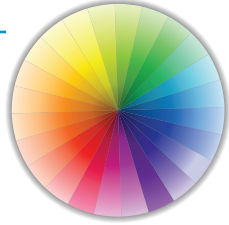
Materials Development and Sourcing

Color

TEN80 Design recognizes the importance of color as it applies to all aspects of product design. We specialize in providing custom color palettes and coloring product specifically to enhance a brand's identity.

Our Color Services

- Color and Trend Forecasts
- Color Merchandising
- Color Psychology
- Custom Color Palettes
- Color Workshops



Color has become the prime mover of product, it catches the eye, draws a person to it and gets the consumer to pick up the item, OR NOT. Good color will create interest in even a mediocre design, but weak color can leave the very best design unnoticed and sitting on the shelf; this understanding is a Truth whose time has come.

Color is our omnipresent companion. We are truly driven by an increasing awareness of color and its effects upon us. In the natural world we move and breathe in a sea of color. We are constantly reacting to it both at a conscious level and a subconscious level. As we become more aware of this truth, we will continue to see and use more and more of it.

Unique use of materials and textures is equally important as color application and can define the difference between low-end product and high-end product.

TEN80 Design has been at the forefront of materials development, sourcing and has many alliances with suppliers.

Design

TEN80 Design views creativity and innovation as key aspects of design success. This provides the brand strength, personality and a unique position in the marketplace.

Our Design Services

- Initial Design Concepts
- Finalized Line Art
- Design and Materials Specifications
- Concept and Inspiration
- Presentation Boards
- Illustrations/Renderings
- Full Technical Drawings
- New Materials Concepts
- Colorway Concepts and Direction
- Line Merchandising
- Catalog Design and Layout
- Graphics, Logos
- Web Design
- Publication Services

We have extensive experience in design of new models of footwear, apparel and accessories to meet specific athletic use and function. Addressing improved technical components, comfort, fit and user benefits.

TEN80 Design will research, present and recommend advanced concepts and new technologies to enhance brand identity and strength in the marketplace.

Development

TEN80 Design is a true believer in '*do it right the first time.*' Develop and manage the product as accurately and timely as possible from the start and you will have excellence coming off the production line.

Our Development Services

- Technical Product Specifications
- Product Management
- Review/Approval of Technical Drawings
- New Materials Development and Testing
- Communication with Factory
- Fit and Wear Testing Program
- Sales Sample Follow-up
- Production Confirmation

On the production side, we have created and implemented development systems, timelines and processes where they previously did not exist.

Available for travel to Asia to work with factories and material suppliers on new concepts, designs and materials development.

TEN80 Design combines a creative use of color, innovative approach and expert development skills, to ensure the best product possible.

We are confident you will benefit from working with us. Give us a call to discuss your needs.