

PIPER GROSSWENDT

creative operations /  
project management

# PREVIOUS WORK

# EVERLANE

Senior Creative  
Ops Manager



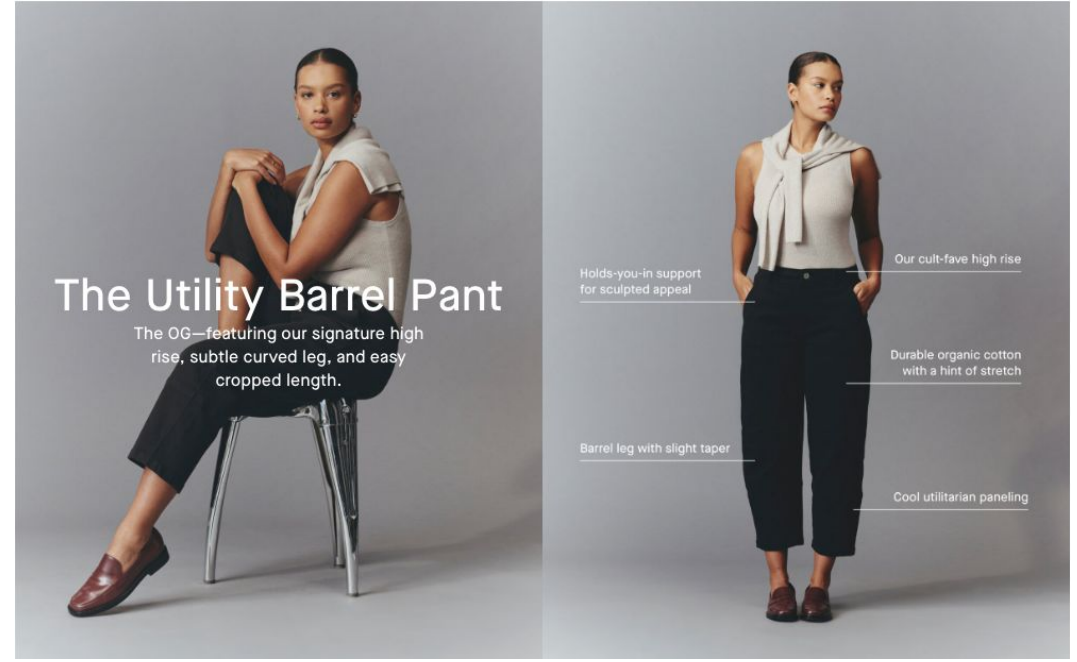
## The Utility Family

Hundreds of thousands of people obsess over our best-selling Utility Barrel Pant in URL and IRL. So we took the same fit you love—waist-nipping high rise, hold-you-in support, subtle stretch—and made it in 4 different leg shapes.

SHOP THE COLLECTION



August 2024  
Utility Pant Expansion  
site, email, & retail creative



### The Utility Barrel Pant

The OG—featuring our signature high rise, subtle curved leg, and easy cropped length.



### The Utility Straight-Leg Pant

Clean lines meet your favorite craftsman-inspired details in this classic silhouette.



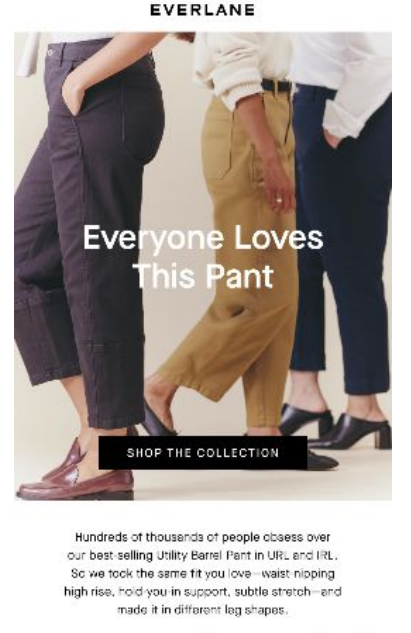
### The Utility Wide-Leg Pant

For those who like the extra leg room—on planes and in pants.



### The Utility Curve Pant

We turned up the volume with a more statement curve that gives sculptural appeal.



### Everyone Loves This Pant

Hundreds of thousands of people obsess over our best-selling Utility Barrel Pant in URL and IRL. So we took the same fit you love—waist-nipping high rise, hold-you-in support, subtle stretch—and made it in 4 different leg shapes.



Consistent fit. All the ways to wear. Consider these the ultimate replacement for your skinny jeans.



The Utility Barrel Pant  
The OG—featuring our cult-fave high rise, cool curved leg, and easy cropped length.



The Utility Straight-Leg Pant  
Clean lines meet your favorite craftsman-inspired details in this classic silhouette.



The Utility Curve Pant  
We turned up the volume with a more statement curve that gives sculptural appeal.



The Utility Wide-Leg Pant  
For those who like the extra leg room—on planes and in pants.



### 5 Star Reviews

SHOP NOW

The pant in everyone's cart right now? The Utility Barrel, obviously. With over 190k pairs sold, here's what you're loving about them.



The Utility Barrel Pant

★★★★★

"Nice and snug at the waist, no gap in the back, good in the butt, and comfy around the thighs/legs... It's usually hard to find pants that fit in every area!"  
—Mread

SHOP NOW



The Utility Barrel Pant

★★★★★

"The great fit, high waist, deep front and back pockets—I love everything about them! And so comfortable! I just can't seem to get enough!"  
—AmySS

SHOP THE UTILITY COLLECTION

**EVERLANE**

*Senior Creative  
Ops Manager*

[2023 Impact Report](#)



## Reimagining the Fashion Cycle

At Everlane, we're not big on trends. We design timeless staples that you can wear forever and then pass down, instead of toss out. It's our way of fashioning a better future.

The rise of fast fashion and overconsumption continues to strain our natural resources, pollute our environments, and contribute to a staggering increase in clothing that ends up in landfills. It has been widely reported that 87% of fiber used for clothing is incinerated or disposed of. This contributes to harmful dumping grounds in parts of the Global South, microfiber pollution in our oceans and waterways, and is exacerbating the impacts of climate change. Amidst these alarming statistics surrounding clothing disposal and its detrimental effects on the environment, we stand firm in our commitment to designing for the long term.

### The Path to Circularity

To support the path to circularity, we are focusing on extending the life of our product—we want our products to be part of our customers' forever wardrobe, and ideally have a life beyond that. We are directing our attention to our design approach and processes, ensuring that each product we create has a clear purpose and functionality in a forever wardrobe.

Building on our success with the Forever Sneaker (our first fully-circular product, launched in 2021), we continue to explore the tactic of designing product built for circularity, incorporating repair and designing for disassembly and recycling

wherever possible. In 2024, members of our design, product development, and sustainability teams will learn from experts in a circular fashion training course to cultivate these ideals within our product team. We also encourage our customers to participate in the resale market and sharing/swapping, ensuring that Everlane products never end up in landfills.



The Forever Sneaker—designed to be fully recyclable at end-of-life.

# EVERLANE

*Senior Creative  
Ops Manager*

Holiday 2022 custom neons

L: Washington, DC

R: San Francisco, CA





Creative Producer

# Fall for Duncan Hines

Bake up something EPIC.

Shop now



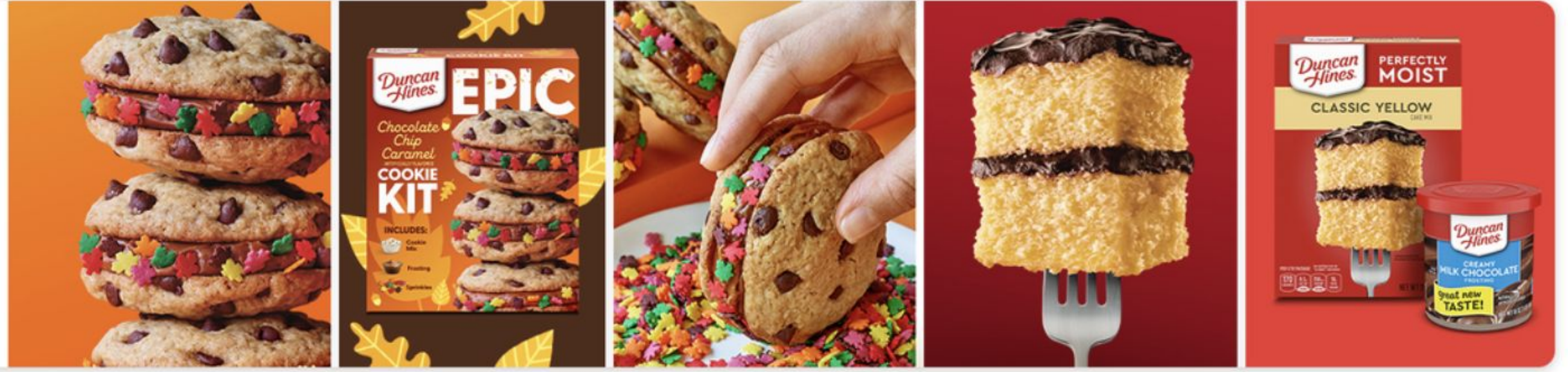
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# Fall for Duncan Hines

Bake up something EPIC.

Shop now



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onsite ad for Duncan Hines



Creative Producer

### Frightfully fun

Delight kids with sweet, fruity treats.

Shop now



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### Frightfully fun

Delight kids with sweet, fruity treats.



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Frightfully fun Sweet treats for kids. [Shop now](#)



Frightfully fun Sweet treats for kids. [Shop now](#)



### Frightfully fun

Delight kids with sweet, fruity treats.

Shop now



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Frightfully fun




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onsite ad for Ring Pop



Creative Producer




## Fuel for school

Tasty, oven-baked, & easy to prepare.

[Shop now](#)

Walmart 



## Fuel for school

Tasty, oven-baked, & easy to prepare.

[Shop now](#)



## Fuel for school

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Walmart 



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Walmart 



## Fuel for school

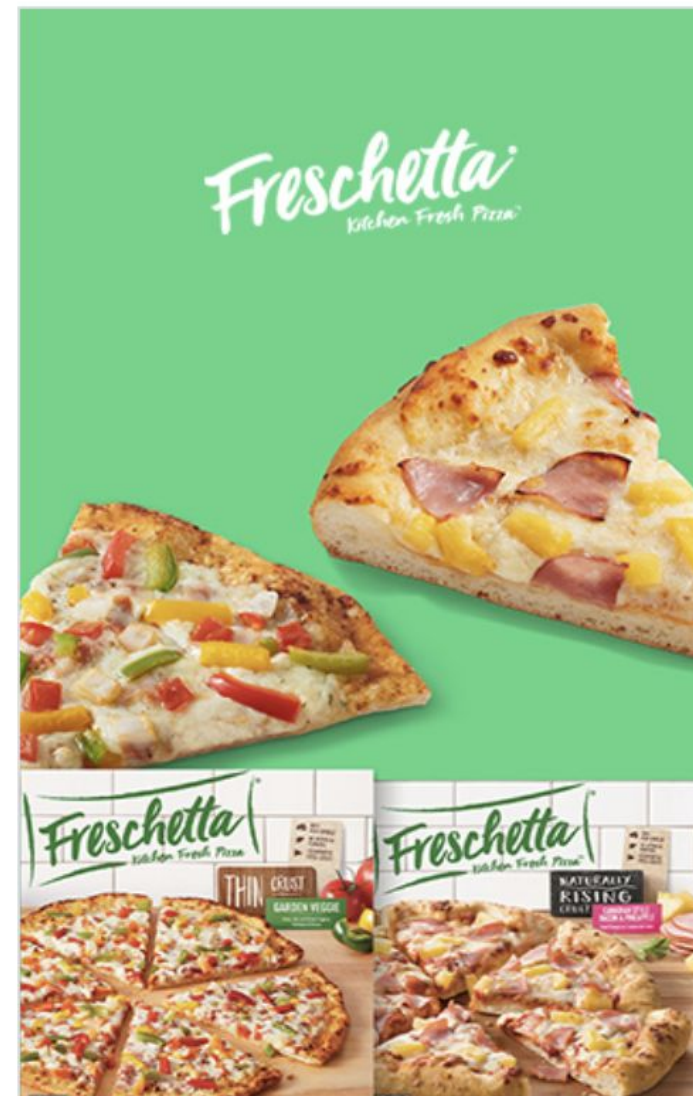
[Shop now](#)

onsite ad for Sara Lee / Thomas





Creative Producer



# Crusts worth craving

Crunchy toppings & melty mozzarella.

[Shop now](#)



## Crusts worth craving

Crunchy toppings & melty mozzarella.

[Shop now](#)



onsite ad for Freschetta

**wework**

*Art & Graphics  
Project Manager*



Downtown Los Angeles, CA

**wework**

*Art & Graphics  
Project Manager*

San Francisco, CA



**wework**

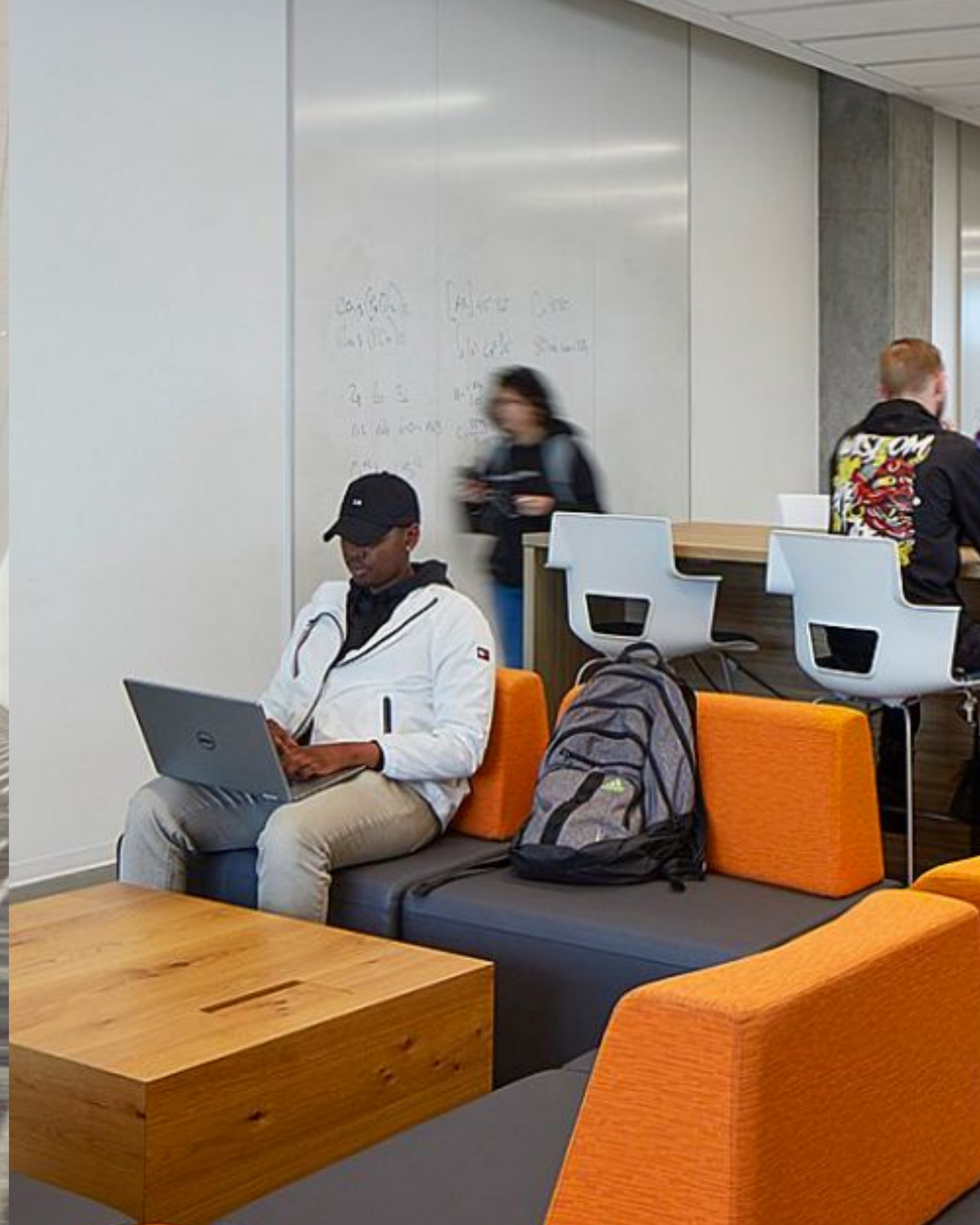
*Art & Graphics  
Project Manager*



Los Angeles, CA

# SOM

*Project  
Coordinator,  
Interiors*



L: Moscone Center  
San Francisco, CA

R: UC Merced Student Center  
Merced, CA

thank you!