

Simplicio Michael Luis Asis Herrera(M)

Owner/Visionary at Mthemovement, llc.

worldofm2015@outlook.com

Summary

Known simply as "M", Simplicio Michael Luis Asis Herrera was born in Manila to a Chinese/Spanish father and a Filipina/Spanish mother. Due to his own cultural diversity, M recognized the importance of creating harmony despite differences and appreciating it all. M believes that you can wrap your body with the "fabric of thought", and has therefore chosen fashion as the platform to communicate his philosophy. Beginning shortly after graduating from F.I.D.M. in 1996, M became a designer for Karl Kani Jeans (the Godfather of Urban fashion). A Fortune 500 company managed by a team of 8, M was exposed to every aspect of the design process. This included a production trip to China where he coordinated development at a young age of 19. A few years later, M began instructing fashion/graphic design at the F.I.D.M. for 3 years before he relocated to Germany. While in Europe as the Creative Director for an agency in 2002, M managed a team of designers that catered to corporate brands such as PUMA-BMW for the Formula One Races, Shell and T-Mobile to name a few. This evolved to his design studio today, known as Haus of "M" (www.thehausofm.com). In 2005, M then began Mthemovement: a luxury designer street wear line for men and women with an emphasis on eco friendly fabrics with humanitarian efforts that is currently in the market (www.mthemovement.com). His celebrity following has included: Black Eyed Peas, Britney Spears, Bobby Brown, All Four One, and Wayne Brady. Mthemovement is now coined "LA's favorite street wear designer" by Apparel News. Today at 39 years of age, M has received a plethora of press and several awards. Notably, "Best booth design at M.A.G.I.C., Nevada-2009). M is also serving as a member of the Advisory Board for the Bachelor of Business program at F.I.D.M. Currently a Resident Designer at a prestigious science lab- The Imagineering Institute, the journey evolves to the next phase of his fashion career...wearable technology...stay tuned!

Specialties: specialty is the knowledge of the fashion industry from beginning to end.

Experience

Owner/Creative Director at HAUS OF M

January 2008 - Present (9 years 2 months)

Design Studio

Responsibilities: Attain new clients, merchandising, presentations, design, sourcing of factories, tech packs, factory correspondence.

Clientele; Owner/Designer

Contemporary Men's and Women's

Responsibilities: Design line, tech packs, factory correspondence, coordinate fashion week events, merchandising, sales presentations. Website design, corporate identity, design magic booth (won best booth award in 2007), tech packs, factory correspondence.

Clientele: local boutiques around L.A. & celebrities

Owner at MTHEMOVEMENT

September 2000 - Present (16 years 6 months)

In 2000, M then began a new line called Mthemovement, a luxury designer streetwear line for men and women. It is a full lifestyle collection comprised of denims, cashmere sweaters, fashion knit tops, shirtings, intimates and accessories, with an emphasis on eco friendly fabrics with humanitarian efforts. His clientele have included: Brittany Murphy, Ashton Kutcher, Adrien Grenier, Britney Spears, Nick Cannon, Jessica Alba, Dave Chappelle Disney High School Musical, and the Black Eyed Peas to name a few. More recently, getting support from Reshon Fegan (Disney), Carly Rae-Jepsen (singer of hit "Call Me Maybe"), Big Sean, Perez Hilton, and the Jersey Shore crew.

Designer in Residence at Imagineering Institute

November 2015 - July 2016 (9 months)

Consistently working towards a brighter future with partners such as Harvard, University of Tokyo, Oxford and University of London, I am responsible for giving a platform for today's scientific developments.

Merging science and art, creating wearable technology. Stay tuned for innovative releases.

<http://imagineeringinstitute.org/m/>

Creative Director at Artistix, Llc

June 2013 - November 2015 (2 years 6 months)

Responsibilities: everything that others pretend to do

Head Designer at URGENT GEAR (2004

February 2004 - February 2008 (4 years 1 month)

Men's/Boys/Kids Surf/Skate

Responsibilities: Design 3 lines, design room setup, corporate identity, fabric sourcing, trend research, manage team of 4 designers, design posters/p.o.p./visuals, tech packs, factory correspondence.

Clientele: Pac Sun,

Freelance designer at FIVE FOUR CLOTHING

February 2004 - February 2006 (2 years 1 month)

Responsibilities: Design line, corporate identity, fabric choices, tech packs, styling.

Clientele: Up Against the Wall, D.J.'s, MetroPark, Macy's

Owner at ANONAME JEANS

February 2000 - February 2004 (4 years 1 month)

Anoname Jeans is a trendy, stylish junior line with fun details and a sexy fit.

Executive Creative Director at COSMOPOLITAN CLOTHING GROUP

January 2001 - January 2004 (3 years 1 month)

Agency for merchandising lines

Responsibilities: design, manage and train team of 15, design room setup, sales presentations, initial concept sketches, tech packs, factory correspondence, quality control trips.

Clientele: Formula One Races, Shell, Red Bull, Mercedes, Jaguar, World Cup-Portugal, BMW, Puma. Carlsberg, Vodafone, T-Mobile.

6. Previous: 3 years with Karl Kani in Graphic Design and licensing management and numerous freelance projects

Languages

| | |
|----------------|-----------------------------------|
| Chinese | (Limited working proficiency) |
| Spanish | (Native or bilingual proficiency) |
| Tagalog | (Limited working proficiency) |
| English | (Native or bilingual proficiency) |

Projects

PORTFOLIO

February 2007 to February 2012

Members: Simplicio Michael Luis Asis Herrera(M)

My past work for my corporate clientele

Skills & Expertise

Fashion

Styling

Apparel

Fashion Design

Textiles

Denim

Trend

Wovens

Trend Analysis

Sewing

Draping

Merchandising

Knitwear

Fashion Shows

Fashion Illustration

Illustrator
Photoshop
Sportswear
Dresses
Fit
Fabric Development
Graphic Design
Shirts
Technical Design
Tech Packs
Outerwear
Sketching
Fashion Buying
Leather
Pattern
Logo Design
Sweaters
Graphics
Textile Design
Footwear
Personal Shopping
Vintage Clothing
Photo Shoots
Wardrobe
Trend Forecasting
Private Label
Luxury Goods
Stylists
Celebrity
Mood Boards
Fitting
Brand Development
Textile Industry
Trims
Swimwear

Education

Fashion Institute of Design & Merchandising

Associate of Arts (A.A.), Fashion/Apparel Design, 1994 - 1996

Interests

PROFESSIONAL: INTERIOR DESIGN, GRAPHIC DESIGN, MOTION GRAPHICS, WEB DESIGN,
ORGANIZING, EVENT DECOR/PLANNING, PRESS

PERSONAL: DANCING, D.J., MUSIC WRITING/PERFORMING

Organizations

LOVE MORE MOVEMENT, 501(c)(3)

Director

A non profit organization for the empowerment of other non profit organizations. Angel investing.

Publications

<http://ace2015.info/chairmans-invited-speaker/>

Authors: Simplicio Michael Luis Asis Herrera(M)

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9 people have recommended Simplicio Michael

"Upon meeting M several years ago, not only did his professionalism shine through but his genuine sincerity as a person. He is indeed one of the most talented designers that I know personally!! I would recommend him for any event, fashion show, or collaboration. I would also recommend his designs which are incredible and only getting better with each collection!"

— **Robin Ayers**, was with another company when working with Simplicio Michael at HAUS OF M

"M is fantastic designer and one of the most charismatic people I have ever worked with. He has taught me the ins and outs of the fashion industry over the years and working with him has been a pleasure and made me a better designer."

— **Jonathan Stone**, worked directly with Simplicio Michael at HAUS OF M

"M is a creative force to be reckoned with. As my superior, he provides an encouraging, creative, and collaborative work environment nourishing professional and personal growth."

— **Karol Holley**, worked directly with Simplicio Michael at HAUS OF M

"I've worked with "M" for several years on various design projects. "M" is a masterful designer, a solid leader and a pleasure to work with on all levels. He has a tact for gathering smart hard working teams to get the job done in the fastest cleanest way possible. He listens to his team and helps them grow their talents and abilities. I look forward to many future years of positive design collaborations with "M" and his various brands."

— **Derek Sneed**, worked directly with Simplicio Michael at HAUS OF M

""M" and Return2Green have collaborated on several design projects. M designed our logo and offered countless creative suggestions for our overall brand appeal. Add that to M being a great friend....what more could one want?"

— **David Ludwick**, was with another company when working with Simplicio Michael at HAUS OF M

"Overall, M is a great designer, businessman and individual to work with. He has very cool, innovative and creative designs of clothes, shoes, and accessories. He knows his craft well. Not only he creates amazing designs but he knows how to build amazing relationships... from models and make up artists to press and celebrities. It's a pleasure working with M!"

— **Joe Vincent Janolo**, was a consultant or contractor to Simplicio Michael at HAUS OF M

"Working with M has been a wonderful experienced. His taste and design sense is flawless, he knows exactly what he wants and have a great attention to details. It's been a pleasure working with him."

— **solomon augusteyn**, worked directly with Simplicio Michael at MTHEMOVEMENT

"I've worked with M on creative projects. He is easy to work with, resourceful and understands aspects of development very well. His experience and knowhow have made our projects successful and added value to the final product."

— **Josh David**, was Simplicio Michael's client

"M (Michael) is an energetic, creative, talented, and well-rounded individual. His expertise in the fashion industry has helped us tremendously in the successful charity fashion show at the Universal Studios Hollywood in July 2008. It's always a great pleasure to work with M."

— **Newton Lee**, was with another company when working with Simplicio Michael at MTHEMOVEMENT

[Contact Simplicio Michael on LinkedIn](#)