

Zak Hoke

Visual Merchandising
United States

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Professional Experience and Curriculum Vitae

Wayne Hoke, better known as “Zak”, has over a decade of experience in the fashion industry. Zak Hoke has worked with global brands NIKE, GAP, Ecko Unltd. and Uniqlo.

Mr. Hoke is a multi-disciplined retail & brand experience designer, focused on the quality of the user experience and offering culturally relevant solutions. Zak has designed retail interiors, as well as showrooms, offices, trade show and exhibition spaces from concept to fixturing and visual merchandising.

Fully emerged in experience planning, Zak’s inspiration draws from many other disciplines including industrial, interior, architecture, graphic, set, environmental, web and interaction design as well as fine arts, fashion merchandising, architecture, brand strategy, music, film, creative writing and human psychology and sociology.

Zak began his career at GAP in the Philadelphia metropolitan area. His passion, work ethic and visual sensibilities allowed him to quickly go from sales to visuals. Zak continued to work with GAP as a member of the opening team at their Times Square location after relocating to New York City in 2000 to pursue a degree in Fashion Merchandising Management at the Fashion Institute of Technology (FIT). In 2001, Zak was recruited by PNB Nation, a young urban apparel brand, where he served as Specialty Accounts Manager.

Mr. Hoke’s keen eye and sense of visual direction led him to Ecko Unltd., where he joined the team as assistant visual director in 200x and served an integral part in constructing (and later managing) Ecko Unltd.’s first shop-in-shop at Macy’s Herald Square flagship. Shortly thereafter, Zak was promoted to visual director and oversaw the installation of the Ecko, Zoo York and Complex magazine showrooms, offices, shop-in-shops and tradeshow pavilions.

Promoted again in 200x, to the position of Ecko’s Director of Retail Marketing, Mr. Hoke implemented visual merchandising and retail marketing objectives for over 30 Ecko brand full-priced and factory stores nationwide.

As an art director, Mr. Hoke launched Garbege (“Garb-edge”), a street-savvy collection for young men comprised of woven shirts, tees, jeans, jackets and accessories accented by clever messages and compelling artwork. Garbege lasted for several collections, being featured nationally in magazines and on television and managed several successful collaborations. A spin-off of the brand, Gommi Arcade, was launched in 2008, to quell a demand from Garbege consumers and to allow the brand more room for growth into entertainment and technology. Gaining notoriety as a very popular lifestyle blog and line of tees, Hoke later collaborated with Nooka on the GOMMI ARCADE x Nooka “Future-Shock” watch, followed by the GOMMI ARCADE x Sabit NYC varsity jacket series, and an animated short co-produced by CCTV based on a short story written by Mr. Hoke himself.

Zak recently served as a member of Nike Inc.’s Retail Brand Marketing team in NYC, managing the retail marketing & visual merchandising of the Nike Sportswear, Basketball and Action Sports product categories. He was also a lead partner in designing the “BLVD ICE” pop-up shop in NYC and curating a window installation of art at Nike’s 21 Mercer flagship in SoHo.

Zak Hoke is currently the Retail Marketing Director for KR3W Denim Co. and SUPRA Footwear.

Previous Clientele

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