



# Hello.

My name is Sara.

I am a freelance consultant and founder of IKNOW.

With experience since childhood in making garments I have developed a solid set of skills in all areas of the garment process.

My aim is to deliver above expectations with the customers need as top priority. I am familiar with most concepts but have the most experience in technical outerwear.

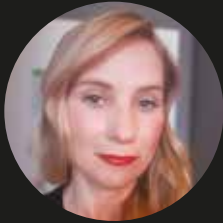
I am a multitaskers with a humble yet confident mindset.

Design & Development  
Buying & Production  
Team Management  
Trend Research  
Patternmaking / Grading  
Graphic Design  
Presentations  
Techpacks  
Sampling  
Fittings



We are here to help!  
Never hesitate to contact us.

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## Professional Experience

### August 2024 - Present IKNOW

I am currently working as a freelance consultant, offering services within the textile industry.

### September 2023 – June 2024 Design & Production KA\_YO Prototype

During this time I collaborated with the founders of KA\_YO to develop their brand and first collection called Prototype. The concept is modern fashion outdoor with a twist. Their label has just launched their collection selling online and in a pop up store in Stockholm. The collaboration included garment design and development of salesmen samples. I also managed the production development and production of the garments from idea to delivered products.

### April 2022 – June 2024 Design & Production Lead, Seagull Eye Group

I worked as a manager for the design and production processes at Seagull Eye Group for the past six years. Here I also designed for the in house labels Five Seasons, Snoot and Norrsken as well as special customers such as XXL, Stadium and Hervis. I was in charge of the buying and production, mainly on a seasonal basis with two larger production windows per year including a daily communication with the suppliers. I acted as the main lead for deadlines within the design and production team as well as managing timelines and negotiated pricepoints with suppliers and the sales and marketing team to ensure all targets were met in terms of pricepoints and commercial products. Further on I was responsible for the collection planning in concept and colours, development of new styles and materials as well as continuous trend reports to the rest of the team.

### April 2021 – April 2022 Design Lead, Seagull Eye Group

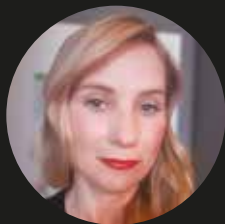
In my position as design lead for Seagull Eye Group I was responsible for the design process of the design team as well as designing for the in house labels Five Seasons and Snoot. My main assignment was to ensure a collection built on high commercial value with all targets met in terms of customer needs.

### November 2017 – April 2021 Designer, Five Seasons & Snoot

As a designer for Five Seasons and Snoot I was developing collections in areas such as ski, outdoor, sports and casual streetwear for both adults and juniors. My main tasks was to develop commercial sketches and techpacks. I was also responsible for assuring all garments had the correct measurements and fit.

### October 2015 – Nov 2017 Product Developer, Pelle P

In my position as a product developer at Pelle P I had a proactive role in cooperation with the CEO to develop salesmen samples for all product groups. My duties included amongst others: design of garments and details with sketches, presentations, collection planning, patternmaking in Lectra, measurement lists and techpacks.



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## Professional Experience

March 2014 – Dec 2016 IKNW - [www.iknw.se](http://www.iknw.se)

During this time I worked with my own label IKNW. It gave me experience within sales and business.

Feb 2012 – March 2014 Product Development Assistant Pelle P

In my role as a product development assistant I was responsible for the development and production for the functional garments at Pelle P such as taped garments for sailing. My working tasks included placing orders, commenting samples, patternmaking, delivery monitoring and daily communication with the suppliers. I also designed garments and made presentations for special collections and sponsorships.

Feb 2010 – Nov 2011 Patternmaker Lectra MB Designs, Melbourne Australia

During my time at MB Designs I was in charge of the patternmaking and grading of all garments. I was also sewing samples and assisted the designer in developing presentations of new collections.

April 2007 – April 2009 Shop Assistant Diva Scandinavia, Melbourne Australia

I worked in a boutique selling Scandinavian apparel during my studies.

## Education

2009 Bachelor in Applied Science – Fashion Technology, RMIT, Melbourne Australia

2008 Diploma in Clothing & Textiles – Fashion, RMIT, Melbourne Australia

2005 Weaving & Sewing - Fornby Folkhögskola, Borlänge

1998 Graphic Design - Media, Lugnetgymnasiet, Falun