

Anna-Lucy Maddocks CV

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Date of Birth: 08/01/1991

Education:

BA (Hons) Fashion Design (Sandwich) University of Central Lancashire 2009-2013

4 year course

Modules:

- Organization and presentation skills
- Customer and market awareness
- An awareness of fabric, shape, silhouette, colour and range building
- Sewing and pattern cutting
- Strong fashion illustration and flat drawing skills, hand drawn and CAD.

BTEC National Diploma in Art and Design Southport College 2007 - 2009

Grade: Distinction, Distinction, Distinction (DDD)

Formby High School 2000 - 2007

GCSE Grades 7 C passes and 4 B passes.

FashionEmployment:

Current Employment: Sophie and Anna Dressmakers May 2013- Present

www.sophiemaddocks.co.uk

www.thebridalstudiosouthport.co.uk

For the last 6 years I have been running a bespoke dressmaking business with my sister Sophie.

We design and create individually designed dresses, from prom dresses, evening dresses, wedding dresses, bridal and dance wear. We also design and create special occasion dresses and outfits for individual clients. We work with many types of specialist fabrics including lace, beaded lace, full beaded fabric, chiffons, silks, leather, crystals and others. We also offer a full alterations service to clients.

I have been actively involved in all aspects of the design and manufacturing process. From the initial consultation with client to determine what their thoughts and ideas are to designing the initial sketches to help them visualise what their dress will look like on completion. I would work with them to help decide on colour, fabric and detailing to come up with the final design. We normally work on a 4-6 week turn-around with the client during which time we will go through a number fittings to work through to completion.

All of our pattern-cutting and sewing is done by ourselves, in-house.

Over this time I have been involved in the day to day operation of the business, working with staff and ensuring the smooth operation of the processes involved.

I have also been involved in exhibiting our wedding dresses and bridal wear at Wedding Exhibitions within the North West and also other Fashion Shows.

I have also organised and managed our own fashion shoots working with photographers and models and the subsequent choice of images and shots.

I can provide you with samples, images and testimonials from clients if required.

Paid Work Placement-

Lingerie Designer Matalan Design Head Office 2011- 2012

- Designing of briefs, helped out with designing nightwear and swimwear.
- Researching trends, trend forecasting, creating booklets and presentations for the directors.
- Using CAD to draw up designs and technicals to send out to production.
- Communicating with the factories via email and phone to discuss sourcing and details of garments
- Setting up design meetings for directors to sign off, also being apart of the meetings.
- Being apart of events- pulling looks for fashion shows, helping dress models on fashion show days, pulling looks and creating visual displays in office, involvement in fittings and for samples.
- Shopping trips in the UK, including London, Birmingham, Manchester and Liverpool.
- Creating booklets for directors, to show research collected from shopping trips store visits.

During the year I worked at Matalan, they allowed me to move to different design departments to get the fullest experience that I could out of my placement. I started on briefs/nightwear/swimwear, then moved on to dresses and skirts and after that tailoring. I also spent time in the menswear department. During the placement I did a colour test, where I received an excellent score.

At the end of my placement, I was asked to stay on and offered a permanent position as Junior Designer but sadly had to turn the offer down as I wanted to finish my degree. I was asked to come back after I had finished university and told that I would always have a job there with them.

I thoroughly enjoyed my year with Matalan and got on really well with everyone. They couldnt' have been more helpful a really gave me full and varied experiences and I was treated as if I was a permanent full-time Junior Designer given all the responsibilities of one.

Work Experience:

Dress Making Assistant Sophie Maddocks Dressmakers

November 2010- 2011

I undertook work experience in the high street dressmakers (above) which specialises in made-to-measure bespoke clothing, its own collections and selected vintage pieces.

My role included:

- Running of the retail shop
- Researching for new designs
- Pattern cutting and making
- Producing my own designs which sold in the shop
- Fabric buying trips to London.

I enjoyed working there as I was involved in the day to day running of the business and I was involved with practical side of designing and creating garments. This improved my skills in pattern cutting and pattern making and also gave me a greater insight into what part of the fashion industry is like on a day to day basis.

Other Work Experience:

Silver Service Waitress Formby Hall Golf Club November 2008 – 2011

- Silver-Service to breakfast, lunch and dinner function guests.
- Laying up tables before hand, preparing buffet equipment for when it is needed.

This gave me customer care skills, as customer skills in Formby Hall Golf Club and Hotel is expected to be of an extremely high standard.

Counsellor and Horse Riding Instructor, Girl Scouts of Eastern Pennsylvania, USA, June 2010- August 2010

Camp America

- I was a camp counsellor for Camp America, based in Pennsylvania
- I taught horseback riding and general horse knowledge to children 6-14 years of age, at all levels
- When not teaching, I would be taking daily care of the horses. When not with the horses, I would help take care of the children.

Part-time Retail Sales Haskayne Country Pet and Equine May 2006 - February 2007

- Bag up the required amount of horse and bird feed
- Displaying stock, putting in size order and dressing mannequins
- Dealing with deliveries, using the till and taking payments
- Giving information and advice about products, demonstrating products to customers.

Other Skills and Abilities:

- Knowledge and understanding of the French Language.
- I have achieved Bronze Award at The Duke of Edinburgh Awards.
- I have a full UK driving licence and I have my own car.

Interests and Hobbies:

- In my free time I try to stay aware of developments and trends by visiting designer boutiques and High Street fashion retailers.
- I read textile and fashion magazines such as, Vogue, Elle Collections, POP, I-D, Bloom, and I often visit designer websites and trend websites such as, WGSN.com and Style.com.
- I also watch fashion related programmes.
- I keep fit and have a strong interest/ passion in Crossfit, where I train most days and take part in competitions.
- Taking part in sports such as; running, snowboarding.

- I enjoy dancing and have participated in many different types of dancing including ballet and tap dancing, ballroom, hip-hop, also taking part in exams, competitions and shows in theatre.
- I owned, rode and looked after horses for almost 12 years. With caring for a horse, comes disciplined responsibility. I also competed in horse riding competitions at a high level and was very successful.
- I am very interested in travelling. I like to go to different countries to learn about other cultures, as different cultures have a great impact on fashion. I went to America for 3 months, to work for Camp America and did some travelling at the end.