

I'm a womenswear fashion designer and I'm currently working at ASOS as a Design Protégé on the going out dresses department. During my time at ASOS I have developed strong skills in creating spec packs, trend research and analysis, trend board and colour palette construction, CAD design and creating embroidery and embellishment artworks. Working as part of a large team has allowed me to further develop my communication and presentation skills and also build relationships with suppliers both onshore and offshore. I can work confidently as part of a team and also am highly motivated to work individually when required. I am profoundly aspirational, ambitious, diligent and keen to continue expanding my skillset and knowledge. I am a creative, outgoing, organized and hard-working person who is looking to grow as a designer to continue my career within the fashion industry within a fast fashion highstreet brand.

Employment History

ASOS - Design Protégé on Going Out Dresses (January 2016 to present day)

Working on Indian, Far-Eastern and European products across a large variety of categories has expanded my knowledge of processes and techniques as well as fabrics. I have been exposed to working on and designing across embroidery, embellishment, lace, print, jacquards, leather, tulle, structured and softs. I have an extensive understanding of the supply base in terms of product specialisms, handwritings and construction and technique limitations. Working on a high profile and fast paced department has strengthened my ability to work to tight deadlines in a high pressure environment to ensure the going out dresses range is successfully delivered every season. The going out dresses range includes core product as well as collections such as salon, red carpet, bridal and bridesmaids. Working on a wide variety of product has expanded my knowledge of diverse customer profiles and product end uses spanning across fashion forward product as well as flow lines and best selling updates with both long and short lead times. By attending strategy meetings and sign offs, I have gained an understanding of the pricing structure, option count breakdown, annual selling patterns, range planning and key launch dates of the department. I have also assisted with the customisation of garments for press days and have gained a fuller understanding of how the product is selected for different territories across the globe. My daily responsibilities include:

- Assisting with sketching and developing going out dresses across core product areas and collections
- Embroidery and embellishment artworks
- Liaising suppliers in Europe, The Far East and India
- Working closely with buyers and both in-house and external sample rooms
- Fabric sourcing appointments and ordering
- Attending print and vintage sourcing appointments
- Print re-colours and rescaling using Photoshop
- Trend research and trend board presentation to management
- Assembling catwalk and research packs
- Research - online, shop reports, market sourcing, exhibitions, research trips, event round-ups
- Technical drawings in Illustrator
- Working on the stand
- Attending supplier appointments with the design and buying teams
- Shadowing buyers and senior designers in fit sessions and focus fit days
- Creating colour palettes
- Department organisation including building a dresses archive
- General department admin - tracking budgets, logging fabrics, range plan boards, expenses and invoices
- New starter orientations
- Press day sample co-ordination
- Creating packs for department strategy and sign off meetings
- Working closely with senior designers to fulfill the option count each season

Work Experience

Throughout my studies I have carried out a wide variety work experience placements from December 2010 to September 2015.

ASOS - Womenswear Design Intern and Freelance Assistant

I assisted all departments within the womenswear design team with a range of tasks. My key responsibilities included constructing retail product presentation packs using Photoshop and Illustrator, sourcing fabrics to create colour palettes, carrying out trend research and constructing trend boards and re-colouring prints and creating artworks.

Debenhams - Womenswear Design Intern and Accessories Design Intern

I was responsible for carrying out research for the Designers at Debenhams ranges, producing trend packs and colour / fabric boards, compiling competitor shop reports using Photoshop and assisting with the creation of spec packs in Illustrator.

Jasper Conran - Womenswear Design Intern

My duties included hand sewing embellishment for the London Fashion Week show, producing mood and colour boards, carrying out brand research, organising archives and assisting backstage and front of house at the S/S 14 show.

Anderson & Sheppard Savile Row Tailors - Pattern Cutting and Manufacturing Intern

By shadowing HRH Prince Charles' personal tailor, John Hitchcock, I was able to see all the stages involved in the making of a Savile Row suit. I primarily expanded my knowledge of tailoring, pattern cutting, fittings and alterations.

Caslazur - Studio Assistant

During my time working at the luxury resort-wear brand, I improved my skills in pattern cutting, hand sewing, hand finishing and garment construction.

Strictly Come Dancing - Costume Department

I worked with the wardrobe department making the costumes and attending celebrity fittings for the semi final shows.

I have also carried out work experience within other areas of the fashion industry at Ralph Lauren visual merchandising, Reiss press office, Hardy Amies menswear design, dressing at London fashion week and KM Trend Associates.

Education

- Ravensbourne - BA (hons) Fashion - Womenswear Design - Grade 2:1
- Ravensbourne - UAL Level 3 Foundation Diploma - Fashion and Textiles - Grade Distinction

Personal Interests

One of my passions is travelling and I have been fortunate enough to visit 28 countries to date, including Australia, Hong Kong, Africa and Vietnam. During my travels I thoroughly enjoy being able to experience the local cultures and have also learnt to scuba dive; gaining my open water PADI qualification. I have a keen interest in yoga and am also proficient in French and regularly visit France to further my linguistic skills as well as attending weekly French conversation lessons. I have aspirations to further my career abroad.

References

References are available upon request.