



Naomi Cunningham

Senior Womenswear Designer

📍 Bedford, UK

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Languages

English (Fluent)

About

I'm a Senior Designer with 7 years experience in multi product womenswear, working for brands such as Topshop, Miss Selfridge & new ASOS exclusive brands The Frolic & Annorlunda. I'm a creative yet commercial, highly experienced designer; passionate about building innovative & playful ranges.

Currently working on The Frolic & Annorlunda - I design with each customer in mind, ensuring each range is unique, cohesive and relevant to the target market. I work closely with the buying & merchandising team to build collections which are commercial, creative & exciting. With extensive multi-product knowledge, I have thoroughly enjoyed working on dresses, tops, bottoms, tailoring, swimwear- and have spent years building my knowledge on jersey design. Constantly analysing the market to identify micro & macro trends, I pull design inspiration from a range of sources, from vintage design research, to runway & streetstyle references - always looking to bring newness. I head weekly fit sessions, ensuring quality & fit exceed expectations - while mentoring the team in brand standards.

My current role has been an amazing opportunity to build and grow two exciting brands, each season I begin with initial sourcing & design research and ensure the design vision is consistently met at each stage - even though to ecommerce shoots and content.

I thrive while working in a fast-paced environment & enjoy working in collaborative way. I work closely with a number of internal stakeholders, as well as external suppliers based across Europe, Asia & North Africa - building strong relationships is key. I direct the in-house team with a genuine passion for motivating the people around me, with the aim of inspiring creativity and determination for great product.

I am looking for an exciting new challenge where I can push the boundaries within trend led fashion, and learn something new along the way.

I'd love to send you some examples of my work, and chat further about the role!

BRANDS WORKED WITH

Bravissimo

Dare To Bare

the Frolic

Experience

● Senior Womenswear Designer

the Frolic | Sep 2021 - Now

The Frolic & Annorlunda- new exclusive young trend led fashion brands exclusive to ASOS.

- Designing multi-product ranges across jersey and woven using illustrator and photoshop which includes maternity, plus, swimwear, outerwear & knitwear.

- Creating the brand's identity and customer profile including designing swing tags, poly bags, care labels and social media platforms.

- Managing the full life cycle of the design process which includes initial seasonal market research, working with the graphics team to develop prints/artworks, creating mood boards, colour palettes and sketches.

- Managing a small team to guide and ensure critical paths are met.

- Attend all fit sessions working closely with the garment technologist team to ensure garment construction and fit are correct.

- Select and Approve all fabrics, trims and strike off's.

- Organising and styling studio photoshoots for look-books and social media content.

- Presenting ranges to customers.

- Working closely with the merch team to analyse best sellers , trend life cycles and garment price points.

- Fabric and trim sourcing to ensure the brand is keeping on trend.

● Senior Womenswear Designer

Dare To Bare | May 2017 - Sep 2021

- DARE TO BARE - a short lead Fashion Supplier specialising in Jersey.
- Lead Designer and account manager for eight departments within Topshop, Miss Selfridge and River Island.
- Designing multi-product ranges by hand or using tools such as illustrator and photoshop.
- Manage the entire product design process, from initial online seasonal market research, to mood board creation on Photoshop, sketching and delivering the end product.
- Work with the garment technologist team to ensure garment construction and fit are correct to customers standards.
- Oversee fabric, print strike-off and trim approvals.
- Weekly face to face meetings to source new prints, fabrics and trims for active customers for their future garment ranges.
- Customer presentations with the likes of Topshop to showcase inspiration, sketches, fabrics, trims and sample design garments to work within their current and future ranges.
- Work closely with the sales team to ensure items suit the customer, market and price points.

● Womenswear Designer

Dare To Bare | May 2016 - May 2017

- DARE TO BARE - a short lead Fashion Supplier specialising in Jersey.
- Designed and account managed the Tops and Dresses departments within Dunnes and Dorothy Perkins.
- Designing seasonal product ranges by hand or using tools such as illustrator and photoshop.
- Manage the entire product design process, from initial online seasonal market research, to mood board creation on Photoshop, sketching and delivering the end product.
- Work with the garment technologist team to ensure garment construction and fit are correct to customers standards.
- Involved with fabric, print strike-off and trim approvals while communicating with customers including Dunnes overseas.
- Contact fabric and trim suppliers to suggest and source specific items.
- Frequently travelled to Dublin to deliver customer presentations to showcase inspiration, sketches, fabrics, trims and sample design garments to work within their current and future ranges.

● Design Assistant/ Junior Designer

Dare To Bare | Jun 2015 - May 2016

- DARE TO BARE - a short lead Fashion Supplier specialising in Jersey
- Assisting the designers on multi-product design ranges for Topshop, River Island and Miss Selfridge.
- Photographing samples and sending out to customers.
- Administration (including helping the sales and production teams with lab dips, fabric approvals, requesting fabric / trim and CMT prices).
- Creating mood boards / Catwalk trend books for all customers using Photoshop and InDesign.
- Creating swatch packs.
- Re-colouring and amending prints using Photoshop.
- Updating specification drawings and information.
- Cutting out samples and tracing patterns.
- Proactively creating new showroom designs and organising the showroom specifically for customer visits.



● Consultant

Bravissimo | Jul 2014 - Jun 2015

Bravissimo is a company that provides a wide choice of lingerie, swimwear and nightwear in D cup and above, as well as our Pepperberry clothing range, designed especially for big boobed women so that they can celebrate their curves and feel good about themselves! Within my role as a Consultant for Bravissimo I have been trained to carry out various skills and responsibilities towards customers who enter the shop. I am booked in to do different types of fittings whether that may be for our Bra Fitting service or within the clothing line of Pepperberry. This allows me to interact with the customers on a face to face basis. Due to my creative side, I also get instructed to do the stores Virtual Merchandising to gain more customers interest.

Education & Training

- 2013 - 2015 ● **Norwich University of the Arts**
2:1, Bachelor's Degree, Fashion design
- 2011 - 2013 ● **The University of Wolverhampton**
2:1, Bachelor's Degree, Fashion and Textiles
- 2009 - 2011 ● **Barnfield College**
MMM, BTEC National, fashion and clothing
- 2007 - 2009 ● **Barnfield College**
PASS, ABC, clothing