



Zillah Swatridge

Product Development, Production and Buying Professional

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English

About

Luxury goods professional with over 15 years of experience in clothing and accessories. A highly motivated and dynamic individual with an extensive background in development, sourcing, buying, production, and operational processes set up. Track record of cost savings and margins increments. Strong development experience, especially in luxury womenswear, spanning across multiple categories (softs, tailoring, knit). Skilled in maintaining effectiveness in complex and fast paced environments, and a strong ability to adhere to tight deadlines whilst running multiple projects at a time. A problem-solver who works well under pressure and enjoys supporting the team to stay positive and motivated. A passion for luxury, well-made products, and a strong ability to align myself with a brands design aesthetic and vision.

BRANDS WORKED WITH

- Aquascutum
- Bella Freud
- Hardy Amies
- Holland & Holland
- House of Hackney
- Meng
- MENG (MENG.CO.UK)
- Temperley London
- Vilshenko

Experience



● PRODUCT DEVELOPMENT & PRODUCTION MANAGER

Vilshenko | May 2022 - Now

Key Responsibilities:

- Review and create the Critical Path to ensure timely deliveries of samples and production.
- Manage product lifecycle from design to delivery, this includes managing the pattern cutters and organising and attending the fit sessions.
- Source and onboard new suppliers in line with brand aesthetic and values.
- Support the Creative Director with sourcing raw materials and range building. Setting up tech packs and communicating any design changes to the manufacturers.
- Work alongside the Business Manager and Creative Director to strategically plan and build the range to ensure it is commercially viable from the start.
- Management of Zedonk at all levels from product set-up, costings, and raising orders. Including reporting and sales analysis.

● PRODUCT MANAGER Womens

Meng | Oct 2022 - Now

This freelance role requires me to oversee all departments: design, development, production, e-commerce, wholesale, and retail sales. Working closely with the Founder & CEO to plan, strategise, and problem solve on a business level.



● HEAD OF BUYING & PRODUCTION Womens, Mens, Accessories

Bella Freud | Jun 2017 - Jan 2022

As Head of Buying & Production I was responsible for the range-plans, production budgets, and ensuring the timely delivery of each from collection from development through to delivery into our warehouse. I also worked closely with the creative team to introduce and develop new products that reflected the brands' identity and quality standards.

Key Responsibilities:

- Worked closely with the commercial team on the seasonal range plans. Understanding and identifying market trends to drive product ranges.
- Built and managed the Critical Path. Supported the Design & Development team to hit key sampling dates and ensure the Critical Path was adhered to throughout the entire product lifecycle.
- Responsible for setting target prices, cost negotiations, and product margins.

- Managed packaging developments and production for all homeware and lifestyle products.
- Sourced new manufacturers and suppliers both in the UK and off-shore.
- Analysed Sales, managed stock levels, and oversaw all internal stock transfers.
- Managed product uploads, BOMS, and costs imputed onto the PLM software system (Zedonk).
- Worked closely with the CEO and finance on department budgets, OTB, and margins.



- **BUYING & PRODUCTION MANAGER INTERIORS Home-ware**

House of Hackney | Jan 2017 - Jun 2017

Managed the buying and production for the House of Hackney interiors range. Followed the product from development all the way through to production. Managed fabric suppliers and manufacturers. Negotiated prices and resourced where necessary to ensure margins were improved. Compiled sales and stock reports on a weekly basis.



- **PRODUCT MANAGER Womens, Mens, Accessories**

Holland & Holland | Jan 2014 - Jan 2017

- **PRODUCT MANAGER Women's & Lifestyle**

MENG (MENG.CO.UK) | Jan 2013 - Jan 2013

- **DESIGN COORDINATOR Womenswear**

Temperley London | Jan 2009 - Jan 2012



- **PRODUCT DEVELOPER**

Aquascutum | Jan 2008 - Jan 2009



- **ASSISTANT BUYER Womenswear**

Hardy Amies | Jan 2007 - Jan 2008

- **PRODUCT DEVELOPMENT ASSISTANT Womenswear**

Temperley London | Jan 2005 - Jan 2007

Education & Training

2004

- **Bournemouth Arts Institute**

Bachelor of Arts,