



Barbara Fidler

Footwear and Accessories Designer

London, UK

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Links

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Languages

English (Native)

Polish (Native)

About

I'm a designer and maker specializing in footwear and accessories, with many years of experience working for luxury brands such as Jimmy Choo and Alfred Dunhill. Throughout my career, I have received multiple prestigious design and innovation awards, and my work has been featured in magazines such as Vogue and The Times. I graduated in 2018 from the London College of Fashion with a BA in Cordwainer's Footwear Design and Innovation, receiving the Student of the Year award for being the most talented and motivated footwear student in the UK. My curiosity and self-motivation led me to start my own business, A State of Nature, which over the past four years has become a successful design studio specializing in bespoke products including bags, SLGs, and an extensive range of clothing.

I am an experienced project lead and trained manager, confident that my hard work will contribute to the success of your company.

BRANDS WORKED WITH

- Sky Studios
- Channel 4
- Adidas
- BBC
- Dune Showroom / Nid Tokyo
- A State of Nature
- BYRNE & BURGE LIMITED
- Jimmy Choo
- Alfred Dunhill Ltd
- Sean O'Flynn - Bespoke shirtmaker
- JW Anderson
- AllSaints
- Clarks
- Cherevichkiotvichki for YOHJI YAMAMOTO
- George Cleverley
- University of the Arts London
- Miista

Experience



● Freelance Designer, Maker and Product Development of Bags and SLG's

Sky Studios | Jun 2023 - Aug 2023

"The Day of the Jackal"

Barbara worked on moodboards, research, and supplier recommendations for materials, hardware, and trims. She and the team at A State of Nature were responsible for product design & development of 3 bags and a wallet ordered by the costume designer for the TV series "The Day of the Jackal". We managed the entire project from the earliest stages to the production of the final pieces. The final products were pattern cut and made entirely by A State of Nature's workshop in East London. All pieces were worn by the film star Eddie Redmayne.



● Freelance Designer, Maker and Product Development of SLG's

Channel 4 | Jun 2022 - Sep 2022

"Top Boy" Channel 4

Barbara and the A State of Nature team worked closely with the head costume designer for the series, creating a bespoke leather key holder used in the show. Barbara and her business partner Nick provided a wide range of material and hardware options for selection and was in charge of sketching, sourcing materials, and creating the first and final prototypes used on the show by Barry Keoghan.



● Freelance Designer - Bags

Adidas | Jun 2022 - Aug 2022

Research & Design

- Created moodboards influenced by trends
- Produced freehand sketches and participated in regular meetings to select and progress the best work Design Finalization & Production
- Created vectors of final designs using Adobe Illustrator

- Selected colours, materials, and trims
- Communicated with suppliers to check material availability and production timelines
- Make the first sample in-house, including pattern cutting and sampling
- Communication & Meetings
- Always available on the agreed in-person meetings, and Zoom calls
- Available daily via email and phone calls



- **Freelance Design, Maker and Product Development of Leather Goods and Clothing**

BBC | Jun 2021 - Jun 2023

“The Repair Shop” BBC

Barbara worked on the design, development and making of multiple products worn by TV presenters Jay Blades and Christopher Shaw. She and the team at A State of Nature created one of a kind products including a bespoke leather apron worn and featured on a special Christmas edition of the show. They also made bespoke garments and accessories worn by Jay and Chris on the show. All the pieces were designed, developed, and hand-made entirely by Barbara and the ASON team. These pieces have become iconic and are still worn on the show, with the presenters wearing them as their staple looks.

- **Designer, Maker and Product Development of Leather Goods and Clothing**

Dune Showroom / Nid Tokyo | Jun 2021 - Jun 2022

Barbara and the team designed, developed, and produced an entire range of clothes and accessories for A State of Nature to be sold in 16 selected luxury stores across Japan. Following the Dune agency brief, Barbara and the team at ASON meticulously crafted the range to align with the needs and trends of the Japanese market. The collection achieved instant success, selling out from all stores within days. This challenge of creating products for a new market demanded an in-depth understanding of market trends and product design.

- **Junior Footwear Designer**

Alfred Dunhill Ltd | Jan 2019 - Dec 2020

Footwear Design Responsibilities:

- Worked directly with the head of footwear design
- Attended all meetings in person and via Zoom
- Attended all briefs as required
- Always available via email and phone, responding to inquiries swiftly

Design and Development Skills:

- Conducted research and trend analysis
- Created seasonal moodboards
- Produced freehand sketches
- Participated in the selection of the best ideas for production

Technical Expertise:

- Created vector drawings and tech packs, detailing colour, material, and trims

- Worked closely with the product development team to ensure they had all necessary information for

the first sample to be made to the highest standards Professional Engagement:

- Attended appraisals always prepared
- Participated in factory visits in the UK and Italy
- Joined Lineapelle & Paris trips to seek new inspiration and suppliers



- **Footwear Design Assistant**

Jimmy Choo | Apr 2018 - Oct 2019

Work with Head of Footwear and Creative Director

- Worked closely with Creative Director Sandra Choi across all footwear lines

- Gained a deep understanding of different shoe styles' characteristics

Design and Development Skills

- Developed skill in freehand sketching and creating detailed vector drawings using Adobe programmes

- Produced tech packs with technical information on colour, material, trim, and construction highlights Communication and Supplier Manage-

ment

- Maintained clear communication with suppliers, sending daily emails and responding to queries promptly
 - Developed complex hardware pieces and sole units, ensuring first prototypes arrived with no issues
 - Managed an archive of sample books and supplier lists
- Presentation and Leadership
- Created moodboards for Creative Director's review. - Presented ideas to the team clearly and concisely
 - Promoted twice from intern to assistant to junior designer
 - Despite offers from luxury brands like Stella McCartney, chose to stay with Jimmy Choo for almost two years due to excellent training and preparation for advanced roles

● **Apprentice**

Sean O'Flynn - Bespoke shirtmaker | Jan 2018 - Dec 2019



● **Footwear Design - Work Experience**

JW Anderson | Aug 2017 - Oct 2017

- Supporting the Accessories Product Developer for all the Technical Sheets for the Bags, Shoes and Jewellery.
- Supporting for the development for pre and show collections across Menswear and Womenswear lines researching new materials and techniques.
- Help ensuring all samples are received on time and preparing deliveries to factories and suppliers.
- Assisting on comments on prototypes, SMS, pre-production and production samples entering data in zedonk system.
- Quality control checks and pre-show samples errands.
- Helping on admin tasks.



● **Design Work Experience - Footwear and Bags**

AllSaints | Jul 2017 - Aug 2017

- Fabric research
- Sketching
- Trends research
- Visual merchandising
- Vector drawing
- Image editing
- Pattern making

● **Work Experience Placement**

Clarks | Jul 2017 - Jul 2017

<https://uk.clarksjobs.com/look-inside/making-ideas-reality>

- 3D Sole unit design
- 3D Last design
- Kids shoes induction
- Leather department induction
- Fabric research
- Sketching
- Trends research
- Vector drawing
- Image editing

● **Head designer Assistant - Footwear**

Cherevichkiotvichki for YOHJI YAMAMOTO | May 2016 - Jul 2016

- Specification sheets
- Productions of trials to communicate constructions and techniques with factories
- Fabric research
- Mock-ups making
- Sketching
- Trends research



● **Work experience**

George Cleverley | Jan 2016 - Dec 2016

- Leather goods making
- Hand-stitching
- Pattern cutting
- Clicking and closing shoe uppers



- **Student**

University of the Arts London | Oct 2015 - Jun 2018



- **Internship - Footwear**

Miista | Jan 2015 - Dec 2015

- Print design
- Assisting with lookbook for S/S'15
- Visual merchandising



- **Founder and Design Lead**

A State of Nature | Jul 2020 - Now

Creative Director and Project Management

- Research and moodboard creation
- Freehand sketching
- Vector design using Adobe Illustrator and Photoshop - Creation of colour, materials, and trim boards
- Pattern cutting & Sampling
- Fittings and corrections, quality and performance checks, including analyzing wear tests and identifying needed improvements on samples
- Production management
- Product performance analysis and product alterations
- Ensure all materials are available as needed
- Ensure employees perform their work to the highest quality and meet all deadlines

Team Management

- Regular communications via email and teams calls with external companies, freelance and full-time makers, factories, and accountants
- Setting up clear and concise briefs
- Manage collaborations with artists and designers Social Media and Marketing
- Small Business Finance

- **Freelance Designer, Maker and Product Development of Bags and SLG'S**

BYRNE & BURGE LIMITED | Jun 2020 - Now

Byrne and Burge is one of A State of Nature's oldest clients, initially introduced by Nick Eisa, who had previously collaborated with the brand. Now, Barbara and the ASON team work with this client regularly, designing, developing, and crafting bespoke, one-of-a-kind goods [primarily hand-stitched SLG's] for their Savile Row clientele. All products are meticulously crafted to the highest standards, using only the most luxurious materials, including exotic skins and expensive hardware. A crucial part of the process involves responding to the brief with great attention to detail, creating patterns that reflect the sketches and all design requirements. These pieces are entirely handmade by Barbara and the State of Nature team in Hackney, London.

Education & Training

2015 - 2018

- **University of the Arts London**

BA (Hons) Cordwainers Footwear: Product Design and Innovation,