



Claire Wheeldon

Concept-driven Design Consultant with advanced skills in trend forecasting, color, and design.

📍 Los Angeles, CA, USA

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Languages

English (Fluent)

About

Concept-driven Design Consultant with advanced skills in trend forecasting, color, and design. Adept in developing design strategies that relate to core customers and excites buyers.

Accomplished in leading design teams to create and develop product assortments from conception to sampling, final production and launch.

Experienced in both US and UK markets working for Brands and Retailers.

Passionate about creating measurable positive change within the fashion industry with a strong understanding of sustainability topics such as Social, Economic, Cultural and Ecological agendas.

BRANDS WORKED WITH

- Free People
- LNA Clothing
- Project Social T
- Topshop

Experience



● Design Director

LNA Clothing | Feb 2021 - May 2022

« Forecasted emerging design and market trends « Curated color palettes and print development based on seasonal creative concepts and color strategy + Co-designed seasonal collections for e-commerce and wholesale accounts + Led design creative on exclusive assortments for retail partners Free People, Shopbop, Revolve and Stitch Fix + Sourced and developed new fabrics, garment washes and dye techniques « Implemented and facilitated collection reviews with sales team to educate and inspire



● Creative Director

Project Social T | Feb 2014 - Feb 2021

« Spearheaded exponential annual growth of company by 500% over 7 years « Expanded brand outreach to over 600 boutiques and launched e-commerce site « Drove concept, color and design strategy « Led design team to create cohesive and enticing assortments and determine key styles to drive volume o Created quarterly seasonal collections for e-commerce and wholesale accounts o Conceptualized and produced exclusive collections for retail partners Urban Outfitters and Nordstrom every 6 weeks « Cultivated strong relationships with key accounts in both Europe and America working directly with buying teams to lead and collaborate on collections « Directed and produced photoshoots executing imagery for web concepts and marketing tools



● Buyer

Free People | Nov 2011 - Jan 2014

« Managed the jewelry assortment for Free People own buy and branded product across retail, online and wholesale « Led concept and product development with external vendors

● Buyer

Topshop | Jan 2006 - Nov 2011

« Developed and drove branded apparel assortment working with established and upcoming brands « Conceptualized exclusive collections collaborating with artists and graphic designers « Attended European trade shows, strengthening partner relations and sourcing new brands

Education & Training

- 2022 - 2022 ● **Copenhagen Business School**
Certification, Sustainable Fashion
- 2020 - 2020 ● **London College of Fashion**
Certification, Fashion and Sustainability
- 2001 - 2004 ● **Loughborough University**
Degree, BA Honors Multimedia Textiles