



Carolyn Massey

Senior Design Director
Menswear at Tommy Hilfiger

📍 Great Britain, United Kingdom

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About

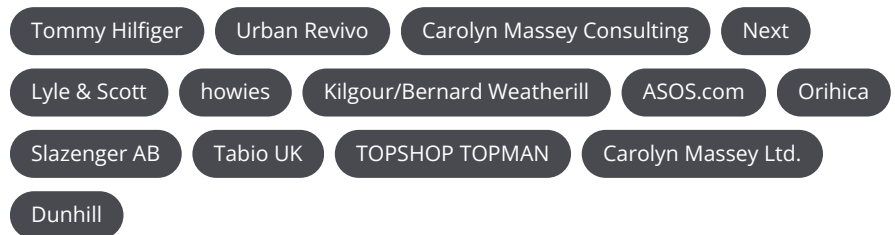
Creative, cerebral and emotionally intelligent global menswear design leader, I thrive on coaching and empowering diverse design teams to be the best versions of themselves.

A curious mix of entrepreneurial and creative I bring clarity and strategy to design leadership, setting clear destinations and allowing the teams to own their journey.

A change agent, I question the status quo, and seek continuous improvement in process and product.

As a pure product designer, keen researcher and storyteller, I seek authenticity to the smallest detail, embedding DNA and ownership into product whilst ensuring vision is strictly through the dual lenses of brand and trend.

BRANDS WORKED WITH



Experience



● Senior Design Director Menswear

Tommy Hilfiger | Jan 2023 -

Full responsibility of all apparel product groups within the mainline menswear business unit.



● Menswear Design Director: Knits, Sport & Shirting

Tommy Hilfiger | May 2022 - Sep 2023

Further responsibility of directing shirting range. Full offer, from casual to formal



● Menswear Design Director: Knits & Sport

Tommy Hilfiger | May 2020 - Sep 2023

Additional responsibility of new business unit relaunching Hilfiger Sport Mens apparel - performance through athleisure, across knits and woven product including technical outerwear



● Menswear Design Director: Knits

Tommy Hilfiger | Aug 2019 - May 2020

- Responsible for Sweaters, T shirts, Polos and Heavy weight knit product
- Driving key product strategy: including relaunch of iconic essential styles with 1985 concept
- Collaborating on seasonal concept & colour
- Leading, managing and appraising a team of 10 designers



● Global Design Director

Urban Revivo | Jun 2018 - Jun 2019

Urban Revivo is a 15 store strong brand across Asia and Europe, as well as online at www.urbanrevivo.com and TMall.com

- Owning and delivering seasonal concept for this fast fashion retailer
- Leading a team of 37 Formal and Casual designers across all product areas across the full product lifecycle

- Based in London, with regular long periods in China to work with team and for research

● Design Director

Carolyn Massey Consulting | Jan 2017 - Jun 2018

Consulting for global brands to support them to tread the line between relevance and commerciality



● Head of Design: Menswear

Next | Jan 2016 - Dec 2016

Next is a UK based high street retailer trading online and with over 600 stores worldwide.

- Identifying and delivering on-brand seasonal concepts across all product areas to the menswear department and business. Seeking opportunities for growth.
- Managing, appraising and leading a team of 20 Formal and Casual designers across all product areas including accessories and footwear across the full product lifecycle.
- Working hand in hand with buying, merchandising, styling and retail teams to ensure continuity of message
- International travel for research in LA, Tokyo, NY, Paris and Scandinavia.
- International travel for fabric and supplier meetings at Premiere Vision, Texworld, Spin Expo, Shanghai Fabric Fair. Etc.



● Head of Design

Lyle & Scott | Jan 2012 - Jan 2016

Lyle & Scott is a 140 year old Knitwear brand with true Scottish golfing and fashion heritage. Lyle & Scott sells globally through wholesale and licencing channels.

- Leading, creating and delivering on brand Creative and Design direction for seasonal and pre-lines for both Fashion and Sport (Golf) lines, including footwear and accessories.
- Creative License Management across fashion, eyewear, sport, footwear and childrenswear lines with global territories.
- Leading a team of 8 designers, product developers and techs.



● Head of Design

howies | Jan 2011 - Mar 2012

howies is an independently owned outdoor and performance sport apparel brand based in West Wales.

Designer/Consultant across mens and women's casual and sport (cycling and running) apparel, working across all product areas.

● Creative Design Consultant

Kilgour/Bernard Weatherill | Jan 2011 - Jan 2012

Creative and Design consultant to luxury Savile Row based tailoring brand Kilgour. Focusing on design and fabric selection of Kilgours' iconic tailoring.

● Creative Consultant/Designer

Kilgour/Bernard Weatherill | Jan 2011 - Jan 2012

Designing a full British made Hunting and Equestrian wardrobe. With Weatherill I wanted to get back to the brand DNA, so using my sources found a Weatherill made hunting suit in the Museum of London and used this as a starting point for the collection. This also included designing and developing British made hunting accessories.

● Guest Designer: Carolyn Massey for ASOS

ASOS.com | Aug 2010 - Aug 2011



● **Guest Designer: Carolyn Massey for Orihica (Japan)**

Orihica | Nov 2009 - Oct 2010

● **Guest Designer: Carolyn Massey for Slazenger**

Slazenger AB | Sep 2009 - Nov 2009



● **Creative Consultant and Guest Designer: Carolyn Massey for Tabio**

Tabio UK | Apr 2009 - Jan 2010

● **Guest Designer: Carolyn Massey for Topman**

TOPSHOP TOPMAN | Feb 2006 - Mar 2010

● **Founder Creative Director**

Carolyn Massey Ltd. | Jul 2005 - Jun 2012

Creative Director and owner of self-started menswear brand, which sold internationally over a period of 14 seasons.

- Full Design, Creative, and Art direction
- CM was one of the first recipients of the British Fashion Councils' "New Gen Men" award (with sponsored supporting catwalk at London Fashion Week by Topman), which continued for three consecutive seasons. The line had its own distinct style, creating commercial workwear and military inspired pieces, to sit alongside tailoring and knitwear, all with a very British feel.
- Notable stockists of the line include Opening Ceremony (NY, LA, Tokyo, London) Dover Street Market, Liberty, Asos.com and Assembly. CM was stocked in 3 continents globally. Collaborations included Asos.com and Topman.
- I was invited to showcase the line in showrooms and catwalks in Paris, Milan, London, Vancouver and Tokyo.



● **Freelance Illustrator**

Dunhill | Apr 2004 - Jun 2004

Education & Training

2015 - 2016

● **The School of Life**

Certificate in Emotional Intelligence,

2003 - 2005

● **Royal College of Art**

MA,

1999 - 2003

● **University of the West of England**

BA Hons,