



# Simon Edwards

Design Direction | Creative Leadership | Mentorship Advocate

Nürnberg, Germany

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## Links

[Website](#) [LinkedIn](#)

## Languages

English (Fluent)

## About

I'm Simon, a seasoned design leader with a rich background cultivated in the dynamic landscape of the global fashion and textile industry.

Over the course of my career, I've successfully navigated roles at industry giants, steering teams towards creative excellence and contributing to the strategic growth of each brand.

I've worked globally, from Premium Women's Designer collections to Sports and Active lifestyle brands, covering retail, wholesale, and direct-to-consumer channels.

My expertise lies in not just designing captivating collections but in orchestrating the entire process—from concept to delivery—with an unwavering focus on brand strategy.

I take pride in my ability to lead, develop, and coach individuals while implementing efficient design workflows.

British native currently based in Germany.

Let's connect to explore exciting possibilities.

### BRANDS WORKED WITH

- CAPTIVE CLOTHING
- Dorothy Perkins
- Forever New
- LC Waikiki
- Missguided
- PACIFIC HEIGHTS UK
- PUMA
- Speciality Fashion Group
- Wallis Fashion
- Zalando

## Experience



### ● Apparel design Team Head

PUMA | Nov 2019 - Now

Leadership of 10 apparel designers working across menswear, womenswear & kidswear. Providing strategic direction to the team through creation of seasonal collections, driving for innovation aligned with brand DNA. Working closely with Head of design and creative director to drive forward the brand DNA, ensuring creative direction is expressed through the sportstyle collections. Lead, inspire and develop individual team members, creating a strong team dynamic. Representing design areas to present concept and creative direction. Drive close cooperations with designers from other product areas to ensure of strong aligned 360 design concepts.



### ● Womenswear Design Lead

Zalando | Aug 2017 - Jul 2019

Leadership of 10 apparel designers across two womenswear private label brands, developed assortment from concept to delivery, product guidance for campaigns, set the focus for each customer segmentation.



### ● Design Manager

Missguided | Jan 2017 - Aug 2017

Managed and mentored the design team to create innovative and cohesive online and retail collections across Outerwear, Wovens, Knitwear & Jersey Worked closely with buying managers to drive 360 concepts.



- **Freelance Womenswear Design Consultant**

LC Waikiki | Aug 2017 - Jul 2019

Provided creative direction with trend concept recommendations for Turkey's largest retailer. Team management of 6 designers for casual womenswear lifestyle.



- **Established Designer**

Wallis Fashion | Oct 2013 - Jan 2015

Lead Designer for Dresses & soft woven's

- **Womenswear Design Lead**

Speciality Fashion Group | Sep 2011 - Sep 2012

Provided creative direction with trend, concept recommendations for customer segmentation.



- **Senior Designer**

Forever New | Jan 2008 - Sep 2011

Part of founding design team for the brand. Provided trend analysis, product recommendations for smart and casual circular knits. Created design tech packs, sourced fabrics. Managed a team of three designers.



- **Womenswear Designer**

Dorothy Perkins | Jan 2006 - Dec 2007

Fashion tops and knits designer for UK heritage womenswear brand. Responsible for daywear, evening and press collections.

- **Knits Designer**

PACIFIC HEIGHTS UK | Sep 2004 - Dec 2005

Set up jersey category for Knitwear supplier. Developing Knit and Jersey collections for international brands and retailers. Working closely with co-designers, buyers & account managers. Visiting global manufacturing countries for product development.

- **JUNIOR DESIGNER**

CAPTIVE CLOTHING | Sep 2002 - Sep 2004

Design development for UK high street brands and retailers across womens jersey apparel.

- **Freelance Design Consultant**

| Oct 2023 - Now

## Education & Training

1998 - 2002

- **Manchester metropolitan university**

BA Hons, Fashion Design with technology