

# Kirsty Dodson

Head of Product - Activewear at Raw Group

London, UK

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## Languages

English

## About

\*\*Fashion NOT Tech. Please do not contact me for Tech conversations.\*\* Experienced Director of Buying/Product Development, with a history of working on luxury fashion, high street retailers, and fashion E-commerce. Skilled in Product development, Buying, Production, Retail, Fashion Design, across Menswear, Womenswear & Childrenswear.

### BRANDS WORKED WITH

- A.W.A.K.E. MODE
- Bagir Group Ltd.
- Burberry
- Gap Inc./gap
- Livrae
- RAW Group
- Thread
- Wdt

## Experience



### ● Head of Product

RAW Group | Jul 2021 - Now

Livrae is an Equestrian Apparel brand, which I founded in 2020.

In 2021 I was successful in securing investment with Raw Group. I was employed by the agency to continue to develop and launch the brand, collaborating with their internal cross functional team. I also supported Raw Group in creating systems and processes as they expanded their brand portfolio, and worked on multiple brand launches, including luxury menswear brand Due Diligence. Unfortunately, due to company financial issues, the investor decided to pause investment indefinitely.

#### Key Achievements:

Strategic brand and business development: Developed brand concept, defining target market, positioning and price architecture. Led range planning, financial forecasting, and set margin targets considering a DTC business model.

Product Development and Production: Managed research, development and sourcing of raw materials. Garment product development, sample management, production and Critical Path management. I developed a sustainable sourcing and manufacturing manifesto, and set targets to help meet those goals through raw material sourcing, transportation, and manufacture. I oversaw Technical design, Ethical & Sustainable manufacturing compliance, fabric/garment testing and Quality Control.

Branding & Creative Direction: Working with external agencies and industry professionals, providing briefs, creative direction and feedback, I oversaw the development of visual Brand image and tone of voice including our mission and vision, and branding, and how this translated into digital design including Social Media identity and Ecommerce. I led the creative direction on product, campaign shoots, and trade show stand design.

Sales, Marketing & PR - Working with the Head of Marketing, defined our Marketing and PR strategy including Social Media exposure, Paid social invest



### ● Head of Private Label

Thread | Aug 2016 - Oct 2020



### ● Director of Product Development - Menswear & Childrenswear

Burberry | Nov 2013 - Apr 2016



### ● Product Development Manager - Menswear

Burberry | May 2010 - Nov 2013

Managing the Menswear Brit Product Development team



- **Senior Product Development Co-ordinator - Mens Womens**  
Burberry | Dec 2009 - May 2010
- **Product Developer - Womens and Mens Denim**  
Gap Inc./gap | Mar 2008 - Dec 2009
- **Product Developer - Full Circle**  
Wdt | Jul 2003 - Feb 2008
- **Product Development Assistant - Balmain/Simon Carter**  
Bagir Group Ltd. | Jan 2000 - Jan 2004
- **Founder**  
Livrae | Jul 2021 - Dec 2023  
Founded my own equestrian-wear label