



Anna Alexander

Senior Footwear Designer

London, UK

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Languages

- English (Native)
- French (Fluent)
- Italian (Basic)
- Swedish (Native)

About

Footwear & Accessories Senior Designer with 10+ years of experience - previous work includes Jimmy Choo, Simone Rocha, ARKET, Rupert Sanderson, Nicholas Kirkwood LVMH (show footwear collaborations with Erdem, Roksanda, Peter Pilotto), Sonia Rykiel and a footwear making traineeship in a small London sample room.

Educated in London, MA Fashion Footwear at Royal College of Art, and Paris, Womenswear Fashion Design Diploma at Studio Berçot.

Hand drawing and illustration skills, but also Photoshop/Illustrator including full tech packs and factory ready CAD artworks for print/ embellishment.

Experience and interest in sustainable materials and processes for footwear and accessories.

Fluent in English, French and basic Italian.

My work has been featured on runways and in all major fashion magazines such as AnotherMagazine, British Vogue, Dazed&Confused, Elle, French Vogue, German Vogue, i-D Magazine, Italian Vogue, Pop, SelfService etc.

www.anna-alexander.com

BRANDS WORKED WITH

- Arket
- Chelsea Paris
- Iliaz Iliazi
- Jimmy Choo
- Natacha Marro
- Nicholas Kirkwood Ltd
- Rupert Sanderson
- Simone Rocha
- Sonia Rykiel

Experience



● Senior Footwear & Bags Designer

Simone Rocha | Mar 2020 - Jan 2023

Undertaking all design and development for footwear, bags and related accessories for show and commercial collections. Working closely with Simone Rocha and the ready-to-wear team.

- Design research: vintage samples, visual materials, sourcing fairs (L'In-eapelle)
- Sketching initial design concepts for all shoes and bags
- Mockups by hand
- Sourcing/developing all raw materials, techniques and details
- Creating and maintaining critical path for all footwear and bags
- Budget drafting, cost monitoring and reporting for all footwear and bags
- Developing custom designed and branded materials and components such as outsoles, buckles and other connecting hardware
- CAD tech packs
- Organise, lead and drive fit for footwear and accessories
- Communication and development follow-up with factories and suppliers to ensure fit, finish and delivery of all styles for London Fashion Week Show and commercial collection Press: Another Magazine, British Vogue, Vogue Italia, Vogue Scandinavia, DAZED, V Magazine, Manifesto, Luncheon etc. Celebrities/talent: Billie Eilish, FKA Twigs, Griff, Naomi Campbell, Nicola Coughlan, Paloma Elsesser, Solange, etc

● Footwear & Accessories, Senior Designer

Arket | Oct 2018 - Feb 2020

Designing and developing footwear and accessories (shoes, leather bags, nylon bags, small leather goods) as a part of the original footwear and accessories team at ARKET.

Working to set the DNA of this ethical and sustainable brand, before the brand launch and in the continuing collections. Working closely with suppliers and production teams in Italy and elsewhere, to find and develop sustainable processes, methods and materials for footwear and

accessories.

In the time I worked at ARKET, we went from concept stage to 20 retail stores and a growing online presence.

From October 2018, managing one full time Junior Designer.
Shoes and bags made in Italy from chrome-free leather.

- Designing, developing and driving the assortment of shoes, bags and accessories together with the team, including sketching, tech packs, fittings through to signoff
- Participating and contributing to set season creative direction together with Head of Design
- Setting vision, goals and common strategy together with Buyer/Product Developer
- Leading, inspiring and developing Design Assistants/Junior Designer
- Constantly reviewing products and assortment, monitor outcomes and suggest actions
- Staying continuously updated with latest developments for products and customer

● Footwear & Accessories, Designer

Arket | Sep 2016 - Oct 2018

Designing and developing footwear and accessories (shoes, leather bags, nylon bags, small leather goods) as a part of the original footwear and accessories team at ARKET. Working to set the DNA of this ethical and sustainable brand, before the brand launch and in the continuing collections. Working closely with suppliers and production teams in Italy and elsewhere, to find and develop sustainable processes, methods and materials for footwear and accessories. In the time I worked at ARKET, we went from concept stage to 20 retail stores and a growing online presence. From October 2018, managing one full time Junior Designer. Shoes and bags made in Italy from chrome-free leather.

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● Footwear Junior Designer

Rupert Sanderson | Jul 2015 - Jan 2016

Working closely with Rupert Sanderson, Creative Director, and the design & development team in designing the collection of women's footwear. Independently researching and proposing themes and stories for the collection, and developing the selected ideas further through to factory ready CAD artworks using different techniques such as flocking, laser cut, embroidery and beading.

- Visual research and vintage sourcing for concepts, techniques, heel shapes, details
- Sketches/designs - free hand drawings
- Creating factory ready original CAD artworks for techniques such as flocking, laser cut, embroidery and beading
- Technical drawings - by hand and on Illustrator All footwear made in Italy

● Footwear Studio Assistant

Nicholas Kirkwood Ltd | Jun 2014 - Jun 2015

Assisting Nicholas Kirkwood, Creative Director, the Senior Designer and the Collection Manager in designing the collection of women's footwear and seasonal catwalk collaborations with Peter Pilotto, Erdem and Roksanda

- Visual research and vintage sourcing for concepts, techniques, structures, uppers, heel shapes
- Designs - free hand drawings and colorways by hand or on Photoshop
- Mock-ups, placements, details - 3D and CAD

- Material sourcing at trade fairs (Lineapelle)
- Material and accessory selection from tanneries and suppliers
- Technical drawings - by hand and Illustrator
- Technical specifications sheets
- Full-color illustrations for press purposes
- Managing two part-time interns in creating and maintaining a digital design archive All footwear made in Italy



● Footwear Junior Designer

Chelsea Paris | May 2013 - Oct 2013

Assisting the Creative Director and the Designer, in designing the collection of women's footwear. Responsible for designing a graphic range of evening shoe styles and accessories (bags). I left this role to start my MA degree at the Royal College of Art.

- Visual research
- Vintage sourcing
- Designs - free hand drawings, drawings on Photoshop, Illustrator
- Mock-ups, placements
- Material and accessory sourcing from Italian tanneries and suppliers
- Developing new and existing print pattern and colorways
- Technical drawings, technical specifications sheets
- Corrections
- Co-developing concepts and visual branding materials such as: look-books, product photos, London Fashion Week display installations, sales campaign visuals All footwear made in Italy



● Footwear Junior Designer / Sample Room Trainee

Natacha Marro | Oct 2012 - May 2013

Assisting the Designer in all tasks related to design, development and production process: womenswear footwear, menswear footwear, special projects Regular brand commissions and features include: Publications: AnotherMagazine, British Vogue, Bullett Magazine, Dazed&Confused, Elle, French Vogue, German Vogue, i-D Magazine, Italian Vogue, Pop, SelfService, Vision China, Volt Magazine, Wonderland Magazine, W Magazine Collaborations: Charles Anastase, Craig Lawrence, Grayson Perry, Luella, Thomas Tait Celebrities: Lady Gaga, Bjork, Robyn, Christina Aguilera, Daphne Guinness, Scarlett Johanssen, Dita Von Teese, Keira Knightley, Chloë Sevigny, Mary Kate Olsen, Jessie J, Gareth Pugh, Paloma Faith, Azealia Banks

- Design research
- Mock-ups / Leather manipulation
- Leather and trimmings sourcing
- Basic footwear pattern cutting
- Finishing and socking And all other tasks related to design and production Assisting the artisan shoe maker in all tasks related to production of footwear in the small London factory

● Sample Room Trainee

Iliaz Iliazi | Oct 2012 - May 2013

Assisting the artisan shoe maker in all tasks related to production of footwear for Natacha Marro: womenswear footwear, menswear footwear, special projects

- Lasting pre-stitched uppers
- Cutting / Building up insoles
- Attaching shanks
- Building and shaping platforms and wedges
- Covering and attaching heels
- Cutting socks and placing branding
- Finishings and details such as: edge placements/overlaps, motif matching, sole types and finishes, glue types, material options All footwear made in the small London sample room



● Footwear & Accessories Designer Assistant

Sonia Rykiel | Jan 2011 - Dec 2011

Assisting the Head of Accessories in designing the both the commercial and catwalk collections of bags, belts, gloves, small leather goods, jewellery.

- Visual research
- Vintage sourcing

- Material sourcing at fairs (Cuir a Paris)
- Technical drawings, technical specifications sheets
- Designs - free hand drawings, drawings on Photoshop, Illustrator
- Mock-ups
- Real size flat drawings
- Jewellery illustrations for collection books Liaising with development team and factories mainly in Italy, but also France, Germany and China



● **Senior Footwear Designer**

Jimmy Choo | Mar 2023 - Now

- AW24 Women's Collection
 - AW24 Special projects & Collaborations
- Footwear made in Italy. Managing one full time Designer, 1 full time Assitant Designer (intern).

Education & Training

2013 - 2015

● **Royal College of Art**

Ma Fashion, MA, Fashion Footwear

2008 - 2010

● **Studio Berçot**

Diploma, Diploma, Womenswear Fashion Design