



Katie Morrison

Brand Development, Talent Acquisition, Fashion, Sales Consulting

London, UK

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Languages

English (Native)

About

My expertise lies in building brands and talent, collaborating closely with top international department stores, online retailers, and boutiques. Notable brands I've successfully launched into the global market include Victoria Beckham, FRAME and Citizens Of Humanity.

In addition to my proficiency in brand development, I have a strong focus on talent acquisition and recruitment. I excel in identifying and acquiring top talent, leveraging my broad knowledge of international distribution to ensure brands have the right people in place to drive success.

My collaborative approach and solid relationships with key retailers and buyers have been instrumental in building high-performing teams that align with organisational objectives.

I've expanded my role to focus on employee engagement, development, and retention strategies. Drawing upon my sales background, I mentor individuals with empathy and motivation, aiming to ensure their professional growth aligns with organisational goals. This transition has further deepened my understanding of the recruitment cycle and contract interpretation, enhancing my ability to support both the brand and its employees.

BRANDS WORKED WITH

- Rainbowwave
- Katie Morrison Consultancy
- Selene Collins Consultancy Limited
- Citizens of Humanity
- FRAME
- Tomorrow London Ltd
- Victoria Beckham
- Browns Fashion

Experience



● Head of HR/Legal at Rainbowwave

Rainbowwave | Aug 2023 - Apr 2024

Transitioning into HR operations and legal roles at Rainbowwave Ltd provided me with invaluable insights into the back-office dynamics of the fashion industry. This shift allowed me to pivot away from a predominantly sales-focused role towards a more comprehensive understanding of talent acquisition, recruitment, and employee support.

In my capacity, I work closely with employees, particularly sales managers, to support and guide them through their roles.

My focus is on building their confidence and ensuring they feel supported in their positions. This entails providing mentorship, addressing concerns, and facilitating professional development opportunities tailored to their needs.

Through this transition, I've gained a deeper appreciation for the importance of fostering a supportive and nurturing work environment, where employees can thrive and contribute to the overall success of the organisation.

● Brand Consultant

Katie Morrison Consultancy | Feb 2017 - Sep 2023

With multiple years immersed in the fashion industry, I've honed my expertise as a brand specialist within the realms of luxury and advanced contemporary fashion. My career journey spans retail, wholesale, and talent acquisition, where I've excelled in building brands and fostering strong relationships with key players in the industry.

My track record includes collaborating with renowned international department stores, online retailers, and multi-brand boutiques, leveraging my broad knowledge of international distribution. Through strategic

planning and execution, I've driven volume growth, capitalise on brand opportunities, and enhanced brand awareness through effective marketing strategies.

My strengths lie in brand development and cultivating lasting relationships with both brands and buyers. Some of the notable clients I've collaborated with include Pblc Trde, Common Trde Showroom, E.L.V Denim, 49Winters, and Kuro Denim.

- **Sales Director**

Selene Collins Consultancy Limited | Dec 2015 - Apr 2017

Drawing inspiration from Selene's agency, I've dedicated myself to strengthening international relationships with buyers, press agencies, and emerging fashion talent. I've always admired Selene's commitment to nurturing emerging brands and talent, and I strive to emulate their success in my role. My move to the agency increased my international contacts in ready-to-wear not putting myself into a box.



- **Sales Director**

Citizens of Humanity | Dec 2013 - Dec 2015

As a pivotal member of Citizens of Humanity, I was brought on board during a challenging phase when the brand was experiencing a decline in market share. Tasked with enhancing profitability and revitalizing the brand, I took on a leadership role in reshaping its trajectory.

- **Director of Sales And Business Development**

FRAME | Jun 2011 - Dec 2013

Creating Frame is one of the biggest achievements in my career. Working alongside a talented team based in Los Angeles, my role was to initialise brand development, aesthetics, global distribution, and brand management.

Today Frame is one of the worlds leading fashion brands.

- **Head Of Global Sales**

Tomorrow London Ltd | Aug 2009 - Jun 2011

Tomorrow Ltd is an International sales agency based in London, Milan, and Paris, focusing on International designers Markus Lupfer, Emma Cook, Richard Nicoll, Christopher Kane, and Jonathan Saunders.



- **Global Brand Manager**

Victoria Beckham | Jul 2006 - Jul 2009

Responsible for the global launch and commercialisation of the Victoria Beckham label



- **Manager Browns Focus**

Browns Fashion | Jan 2000 - Jan 2003