



Samantha Mark

Fashion & Apparel Designer

📍 London, UK

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Languages

English (Native)

About

Experienced Ready-to-Wear Designer with a specialty in denim.

Leading multi-product design and development processes, by balancing the conceptual with the commercial, having a proven ability to successfully create from fibre to final garment.

Entrepreneurial spirited, highly adaptable individual that is team driven and confident working in fast-paced environments.

BRANDS WORKED WITH

- Alexander McQueen
- Aritzia
- Fashion & Apparel Designer
- Julia Smith
- Levi Strauss & Co.
- Maria Grachvogel
- McQ Alexander McQueen
- PREEN by Thornton Bregazzi
- Scotch & Soda
- Zandra Rhodes

Experience



● Senior Designer

Scotch & Soda | Jul 2022 - May 2023

- + Responsible for designing Womens and Girls denim collections - this includes jeans, shorts, skirts, outerwear, tops, dresses and all-in-ones
- + Aligning with all design teams for overarching concept, with micro focus on denim direction
- + Working closely with Merchandising on initial line plan - understanding the needs of the company, balanced with important future trends
- + Research and design into line plan - illustrate each idea in depth to include style and fit, fabric intent, wash proposals, details, with colour and print/ pattern/ graphics to support
- + Take counterparts Merchandising, Buying, Production through collection - discuss styles per drop, pricing and their suitable suppliers
- + Build collection with tech packs and samples - a creative problem solving process that provides our suppliers overseas tangible and digital design direction
- + Refining designs throughout the season - from handover, 1st and 2nd protos, to SMS - we fit and make necessary adjustments - garments are consistently merchandised with Womens and Girls for the importance of creating a cohesive collection

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● Fashion Designer

Aritzia | Jul 2018 - Aug 2019

- + Collaborating directly with the Senior Director and CEO creating the brand 'Denim Forum' - Aritzia's largest re-ordered brand in the company's history
- + Lead denim design on Aritzia brands 'Wilfred Free' and 'Sunday Best'
- + Comprehensive understanding of internal brand landscapes for creation of new aesthetics
- + Creative oversight of initial core collection and seasonal styles - illustrated with visual presentations of design boards
- + Technical lead in construction of all garments and design details - in charge of all technical packages and BOMs - CAD sketches, details, trims

- and packaging instructions, BOM etc.
- + Managed product development of all garments alongside designer duties
- + Sourcing and selecting sustainable and eco-conscious materials - specifically trims
- + Quality control management of all product - logging comments for internal and external use
- + Fittings - in charge of construction development and CAD updates for technical packages
- + Working closely with factories and suppliers to ensure all product information is communicated and that deliveries and deadlines are met

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● Freelance Designer

Fashion & Apparel Designer | Sep 2016 - Jul 2018

- + Making garments and accessories for Faustine Steinmetz S/S 2018 LFW runway collection showpieces
- + Fabric construction of threads for final pieces
- + Problem solving and finding skilled solutions when making
- + Responsible for assigned outfits and clothing models backstage
- + Womenswear denim designer and product developer for M&S
- + Overseeing mainline and premium collections to create clothing catered for each customer's preference
- + In charge of U.S. accounts at US Apparel/Denim, designing collections catered to our clients needs
- + Provided creative direction onsite to R&D, fabric, production and finishing teams for accurate execution of capsule collections
- + Traveled to various headquarters to present final collections to clients

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● Fashion Designer

Levi Strauss & Co. | Sep 2010 - Mar 2016

Collections Designer

San Francisco (March 2014 – March 2016)

- + Levi's Line 8 multi-product designer of womens and menswear – core collection, seasonal styles, silhouettes, design details
- + Rebranded and launched Levi's Line 8 collection globally
- + Led a customer focused initiative - creating concept based collections, focused on storytelling and brand identities
- + Forecasting macro & micro trend landscapes
- + Creative direction for denim development across fabric, finish and fit aesthetic
- + Implemented eco-friendly fabrics and finishes for all categories
- + Setting seasonal colour palettes
- + Concept direction given to print, pattern and graphic teams
- + Led fit sessions on body and the stand
- + Supervised the training and development of assistant designers with continuing support
- + Worked closely with counterparts to ensure products succeed through every process and met deadlines

Assistant Designer

San Francisco (Sept 2010 – March 2014)

- + Assisted on Levi's Line 8, Levi's Commuter, Levi's Sta-Prest, Non-Denim (CCT), Boy's and Progressives
- + Experienced working on multiple product lines across varying teams for

diverse demographics

- + Integral contributions to the growth in volume of the Levi's Line 8 collection, resulting in sales of 2 million units over 2 years
- + Collaborated with the design of Levi's first non-denim range, resulting in the sale of 3 million units across the first 3 seasons
- + Supported the development of innovative and eco-conscious fabrications, finishes and sundries for Levi's Commuter
- + Solely responsible for the capsule collection Levi's Sta-Prest
- + Contributed towards the development of new and existing fits
- + Responsible for the design and development of all sundries and trims across all collections
- + Created detailed technical garment sketches and packages
- + Managed all BOM product development data in PLM
- + Closely collaborating with counterparts to ensure products were engineered to meet brand standards

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● Textiles Design Assistant

McQ Alexander McQueen | Mar 2010 - May 2010

- + Directly reporting to Head of Womens and Menswear at McQ
- + Moodboards for brand relevant concepts for presentations to VP and HOD
- + Customised samples using surface embellishments and manipulation techniques - for the A/W 2011 Marketing Campaign



● Studio Assistant

PREEN by Thornton Bregazzi | Nov 2009 - Mar 2010

- + Building the A/W 2010/11 LFW collection with the Designers, Studio Manager and Buyer
- + Reproducing patterns and constructing garments for the runway
- + Lead on redesign for accessories range
- + Assisting Creative Direction on seasonal lookbook shoot
- + Showroom Assistant for A/W 10/11 LFW



● Designer's Assistant

Zandra Rhodes | May 2009 - Jun 2009

- + Assisted Print Designer with their day-to-day tasks
- + Researched archival pieces and created prints for both clothing and accessories - used for presentations

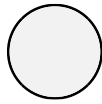


● Design Studio Assistant

Alexander McQueen | Oct 2008 - Mar 2009

- + Assisted the Head of Print & Pattern for the A/W 2010 Resort collection
- + Designed graphic artwork for 'Rose' skull print scarf, sold in wholesale and retail globally
- + Moodboard research for historical, archival and contemporary concepts
- + Lead hand dyeing of fabrics for both solid colour matching and degrade effects
- + Supported the construction team for A/W 2010 'The Horn of Plenty' collection
- + Avant-garde fabric manipulation and sampling
- + Engineering the placement of printed garments on the stand
- + Making toiles and runway garments with hand finishing

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- **Design Room Assistant**

Julia Smith | Jun 2008 - Jul 2008



- **Design Room Assistant**

Maria Grachvogel | Feb 2008 - May 2008

Education & Training

2006 - 2007 ● **University for the Creative Arts**
Masters,

2003 - 2007 ● **University for the Creative Arts**
Degree,

2001 - 2003 ● **Harrow College**
AVCE, A Level,