



Seren Colley

Freelance Design Consultant

Lewes, UK

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Links

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Languages

Italian (Basic)

English (Fluent)

About

BRANDS WORKED WITH

Aquascutum

BidiBoon

Burberry Prorsum

Christopher Shannon

Silverstick

TOM FORD

Wadha

Experience



Freelance Design Consultant

Wadha | Sep 2022 - Now

Wadha is a Qatari based luxury Womenswear brand that launched in 2010. Working directly with the creative director and founder Wadha Al hajri, I was originally brought on-board to develop, design and launch a Menswear Capsule Collection, this is still ongoing. I have also been working closely with Wadha to design and develop her Women's Collections too. My responsibilities are:

- Visual and physical research, creating Mood, Concept and Colour boards.
- Presenting Mood, Concept, Trend and Colour boards.
- Key luxury trend and detail design boards.
- Range planning cohesive style and concept groups to create a well balanced Capsule Collection
- Designing all areas of the Menswear and Womenswear Collections – Casual Outerwear, Leisure/Loungewear, Travel Capsule and Nightwear with hand drawn ideas and detailed CAD specs.
- Working with Wadha select for fabric to sketch allocation.
- Fabric research and development.



Freelance Design Consultant

Silverstick | Apr 2022 - Now

Silverstick is a sustainable lifestyle brand focusing on high quality organic and ethical adventure-wear. Working directly with the company's founders (Sam and Harry), I have been brought on-board to refine, structure and build the Men's and Women's collections. My responsibilities are:

- Evaluate and edit the existing range to create a concise and well balanced collection.
- Range planning of style and concept groups seasonally.
- Visual and physical research, creating mood and colour boards seasonally.
- Designing and refining all areas of Men's and Women's Woven categories – Casualwear tops and bottoms, Soft Accessories from fit to finished article.
- Research, design and develop of new categories for Men's and Women's – Outerwear and Beachwear.
- Trim and branding development.
- Fitting all prototypes, 1st and 2nd fittings through to pre-production.
- Fabric research, colour lab-dips through to finished article choice.
- Fabric to sketch allocation.
- Hand drawn design and CAD specs for Men's and Women's categories.

Founder / Designer

BidiBoon | Aug 2021 - Now

BidiBoon is a Sustainable Children's Denim brand made entirely of rescued repurposed Vintage Denim. Using my knowledge and Denim industry contacts I launched BidiBoon in 2021 and it has grown from there. We work closely with recycling plants around the UK to source our Denim helping redirect unnecessary waste from landfill, using Vintage Denim in this way means no processing or chemicals are used in our collection, their unique character and fade have been made organi-

cally in a previous life. I design, source and locally produce BidiBoon from my studio in Lewes alongside my freelance design consultancy work.



● Senior Menswear Designer

TOM FORD | Nov 2012 - Jan 2021

I report directly to Peter Hawkings - Senior Vice President of Menswear and Christopher Rawstron – Menswear Design Director.

My responsibilities were:

- Responsible Senior Designer for the Men's Leather and Denim collections. During my 10 years at Tom Ford I previously worked across many aspects of the Men's collection, including Sports/Casualwear, Print, Soft Accessories and Formalwear.
- Range planning of style and concept groups seasonally.
- Visual and physical research, creating mood and colour boards seasonally.
- Seasonal preparation and development for the Look Book shoot/ collection presentation.
- Designing all casual areas of the Menswear Collection – Leather, Denim and Print with hand drawn ideas and detailed CAD specs. I have previously worked on Casual Sportswear and Formalwear before being promoted to Senior Designer on Denim and Leatherwear.
- Trim and branding development.
- Working collectively on print design, research, hand drawn and CAD across Soft Accessories and Outerwear.
- Working with and presenting the range to the merchandising and buying teams.
- Fitting all prototypes, 1st and 2nd fittings through to pre-production with Italian manufacturers.
- Exclusive fabric and skins developments with Italian and Japanese mills.
- Fabric research, colour lab-dips through to finished article choice.
- Fabric to sketch allocation.
- Hand drawn design and CAD for Denim, Leather, Sportswear and Soft Accessory categories.
- Working directly with Italian and American product development teams.
- Travelling to factories worldwide.
- Basic understanding of Italian

● Assistant Menswear Designer

Burberry Prorsum | Sep 2009 - Mar 2011

Reporting directly to Russell Delaney (Prorsum Menswear Head of Design). My responsibilities were:

- Collection concept and visual research.
- Seasonal colour card research and proposals.
- Creating seasonal Mood and Concept boards.
- Selecting and developing exclusive fabrics.
- Designing across all woven categories in both hand drawn and detailed CAD Specs.
- Trim and branding development.
- Fittings – runway prototypes and pre-production.
- Working directly with Italian and English product development.
- Assisting with fabric to sketch allocation.
- Pre-Collection and Runway show preparation and development.



● Design Assistant

Christopher Shannon | Jun 2009 - Sep 2009

As an intern I worked with Christopher Shannon in developing print CAD's, exclusive window displays, garment design CAD's and fabric development. Working backstage at his runway shows.



● Technical Design Assistant

Aquascutum | Sep 2007 - Mar 2008

As an intern on a three-month placement, I was promoted to Technical Design Assistant on a full-time contract working on the SS07 and AW08

collections. Reporting directly to creative directors Michael Hertz and Graham Fidler.

Education & Training

- 2005 - 2009 ● **University of Westminster**
Bachelor of Arts,
- 2004 - 2005 ● **Chelsea College of Art and Design**
Diploma in Foundation Art & Design (Fashion Textiles),
- 2002 - 2004 ● **Exeter College**
A-Levels,