



Laura Douglas

Head of Design / Design Director

Leicester, UK

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Languages

English (Fluent)

About

Customer, product, and team focused professional operating for 17 years within design and trend. Experience of category management across all product areas and licensing. Proven track record of generating multi-million-pound revenues through creative strategies incorporating trend, graphics, print design, branding, photography, styling, and art direction. Experienced in working for an emerging retailer launching and establishing new categories along with product extensions through licensing. Adept at identifying growth opportunities and developing strategies in response to trend, customer, and market analysis.

BRANDS WORKED WITH

Joules

Latimer Consulting

Experience



● Head of Design

Joules | Nov 2020 - Oct 2022

Accountable for the creative planning of all Women's, Accessories, Footwear and Licensing ranges for Joules, designing for every channel and global territory with an annual turnover of £190m. Working with and influencing the Operating Board, providing a clear strategy to achieve business objectives by supporting the longer-term business outlook. Ensuring the creative direction is aligned with the Joules brand identity whilst leveraging broader commercial trends.

- Built and managed department restructure to improve efficiencies, build talent and realign brand DNA
- Set seasonal and long-term creative strategies, delivering clear brand identity which continues to exceed YoY targets.
- Overseeing 3 functional divisions: Ladieswear Design (apparel, footwear, and accessories) Print & Licensing. Coached and mentored teams from graduates to senior leaders within the business with one of the lowest attrition rates in the company
- Accountable for delivering product ranges against a complex critical path from strategy to range launches: working closely with buyers, merchandisers, suppliers, internal and external sales teams to deliver product to multi-channel timescales - In 2021 the senior leadership team designed and implemented a new ETE process review to streamline efficiencies and WOW
- Sets creative frameworks and identifies partnership opportunities within Next & M&S with an annual turnover of £27m - As an example I led a team of designers to produce a Next nursery range which combines Licensed product alongside own brand babywear apparel ranges.
- Accountable for a design team of 29 with 6 direct reports.
- Demonstrates strong leadership at a time of immense change and uncertainty in the industry
- leads with a positive attitude and a clear creative framework for the teams to operate within.
- Delivering seasonal trend presentations & implementing our longer-term global product strategy by identifying changing consumer habits through shifts in macro/micro trend insights and designing products that reflect this and the continually evolving landscape



● Director of Design

Joules | Nov 2018 - Nov 2020

Accountable for setting the seasonal and long-term creative strategies for all Joules product ranges, designing for every channel and global territory with an annual turnover of £290m.

- Promoted to Director of Design
- In 2018 we built a new licensing team and strategy that incorporated design approaches with external License partners: DFS, Portico, Next, Bedeck, Boots, Peter Rabbit, Graham and Brown and Pure Tabletop - managing professional relationships, brand aesthetic and commerciality - The new team launched with DFS which to date has grown from £RSV of 3m (2018) to RSV £18.5m (2021)

- Building seasonal strategies, fully accountable for the design and development of all Joules products ensuring brand integrity, originality, and uniqueness.

- Accountable for delivering product ranges against a complex critical path from strategy to range launches: working closely with buyers, merchandisers, suppliers internal and external sales teams to deliver product to multi-channel timescales

- Accountable for a design team of 52 with 7 direct reports.



- **Head of Concept**

Joules | Jun 2014 - Jan 2018

Promoted to Head of Concept for all product categories

- Responsible for pulling together seasonal trend direction for all Joules products including macro/micro influences, print, colour, silhouette, detailing and artworks across all areas of product design.

- Working with commercial functions to identify gaps and trading opportunities to implement creative strategies and increase revenue



- **Head of Design: Childrenswear and Babywear**

Joules | Aug 2010 - Jan 2014

Promoted to Head of Design - set the creative strategies for all Joules Childrenswear collections in line with international growth in both the US and the Middle Eastern markets factoring in seasonal and cultural variances

- Created and implemented 3-year growth strategies for each product department, including a complete review of competitor landscape, product extension opportunities, global market, and entry opportunities



- **Boyswear Designer**

Joules | Sep 2008 - Sep 2010

Additional Experience

- Boyswear Designer – Joules Sept 2008 – Sept 2010



- **Art Director & Stylist**

Joules | Sep 2006 - Jan 2022

- **Design Consultant**

Latimer Consulting | Nov 2022 - Now

Design & Brand consultant working with startup's and big brands. Clients include Dunelm & Table & Kin.

Education & Training

2000 - 2004

- **Northumbria University**

BA (hons) Fashion Marketing First Class,