



Alice Johnson

Accessories Designer

London, UK

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Links

[Website](#)

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Languages

English (Native)

French (Basic)

About

Accessories designer with experience in commercial & luxury. University of Westminster

BRANDS WORKED WITH

FILA / BB GROUP UK / FUTURE BRANDS LTD

Juicy Couture

KARL LAGERFELD

Louis Vuitton

Paul Smith

ROBERTA EINER

Kurt Geiger

Experience



● Accessories Designer

Kurt Geiger | Mar 2024 - Now

- Designer reporting directly to the Head of Design Fanny Goldsmith James
- Design & develop styles for both womens soft accessories & handbags with particular focus on novelty gifting product
- Sole designer on licensed goods, working with the license co-ordinator to design and develop product categories of jewellery, soft accessories, swimwear & gifting
- Specific responsibilities include creating detailed specs, range and inspiration boards, working closely with the shoe design departments in developing ideas and designs and communicating regularly with production and buying



● Soft Accessories Designer

Paul Smith | Feb 2023 - Feb 2024

- Designer reporting directly to the Head of Soft Accessories Jessica Wong
- Design & develop styles for both mens and womens soft accessories, including hats, scarves, pocket squares, gloves, men's underwear & loungewear for both the European and Japanese collections
- I travel to Italy working closely with suppliers to develop accessories working towards specific lead times and exploring new qualities and ideas
- Specific responsibilities include creating specs, range and inspiration boards, working closely with the RTW and print departments in developing ideas and designs and communicating regularly with production and sales



● Apparel & Accessories Designer

Juicy Couture | Dec 2020 - Feb 2023

- Designer reporting directly to the Head of Design Amy Gibson
- Sole designer of Accessories collection, including inline, SMU & editorial shoot accessories
- Accessories collection includes: Bags & small accessories, hats, scarves, socks & hosiery & metal key rings
- Design and development of premium Accessories collection in full for Selfridges focusing on quality commercial luxury handbags with strong hardware focus
- Design & development of new premium leather & PU Accessories collection in full working with Italian suppliers and development team
- Heavily assist on design & development of the Black (premium apparel), White (Trend-led apparel) collection, & SMU collections, in particular best-selling Urban Outfitters, ASOS & Selfridges capsules



● Assistant Designer - Apparel & Accessories

Juicy Couture | Jul 2020 - Dec 2020

- Assistant Designer reporting directly to the Head of Design Amy Gibson
- Assist on design & development of the White collection, Accessories & SMU collections

- Building creative presentation decks for seasonal collections, colour palettes, range overview & cad decks
- Creative brainstorm meetings with design team
- Prepare & finalise the CAD for approval from brand owner
- Prepare & finalise the techpacks for HoD, factories & suppliers
- Support in creative graphic design for seasonal collections
- Collect market intelligence via comp shopping under the direction of Head of Design, providing all involved with accurate and up-to-date information on design trends and developments and utilise them effectively

● Graduate Design Trainee

FILA / BB GROUP UK / FUTURE BRANDS LTD | Jul 2019 - Jun 2020

- Design intern to Design Manager Alessandra Fergola
- Assisting with design direction & techpack/measurement workbook curation for multiple brands - Fila, Russell Athletic, Hi-Tec & Sergio Tacchini with particular focus on Collaborations, Special projects & Special Make-up, for both menswear & womenswear
- Support in creation of trend research and creative directions that can be translated into unique seasonal key stories for the multiple brands
- Working in collaboration with sourcing & product development
- Garment fitting sessions providing feedback workbooks to factories for next samples in process



● Assistante Design

Louis Vuitton | Mar 2018 - Sep 2018

Design Assistant

- Assistant to Lena Boener's team reporting to Design Director for Leather Goods Darren Spaziani
- Designed the Love Lock chain charms metal pieces on Twist Epi MM & PM Love Lock Charms Bag for SS 2019 which sold out online
- Producing mood boards and in-detail research boards for Design Director
- Producing ranges of colour-ups of bags on Adobe Photoshop for Design Director's approval in meetings
- Followed up on the prototyping, launching and production stages, frequently corresponding with maroquiniers at the in-house Paris atelier



● Design Intern

KARL LAGERFELD | Sep 2017 - Mar 2018

- Sole intern to 3 senior designers and Head of Design Hun Kim
- Heavy support in creation of FW18 design technical packs following directions and sketches from the RTW design team
- KARL X KAIA FW18 design technical drawings
- Digitalisation of 'Karl Styles' from his own sketches - Limited editions designed by Karl Lagerfeld

● Design Intern

ROBERTA EINER | Jan 2017 - Mar 2017

- Hand embroidery and hand beading of show piece garments and accessories for LFW AW17 presentation
- Pattern cutting and amending directly following Roberta's instructions
- Preparing technical work for Paris show rooms, creating B&W and colour technical flats for the full collection

Education & Training

2015 - 2019

● University of Westminster

BA (HONS) FASHION DESIGN,