



Kerry McCluskey

Freelance Fashion Designer / Consultant

London, UK

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Languages

English (Fluent)

About

I am a creative and commercially aware designer, organised with strong attention to detail.

I have a feminine & versatile 'handwriting', with experience in jersey & woven multi-product categories, specialising in trend direction & brand development.

I have experience designing for UK, EU, USA, Middle East, & AUS/NZ markets. Industry experience includes working for Brand, Retail, Supplier & Design Studios in London, Paris, Dubai & Hong Kong.

BRANDS WORKED WITH

- Accessorize F.T.C
- Al Boom Marine
- BHS
- Concepts Ltd
- English Rose Brides
- Fashion Co. Ltd
- F.T.C Accessorize Ltd
- Huicholi Weaving Project Volunteer/outreach International
- Kyland Ltd
- Rene Derhy F.T.C
- Select Education
- Some Ideas Design Consultancy
- Studio M Design
- Temp Agency
- Tillsonburg Apparel Ltd

Experience

● Freelance Fashion Designer / Consultant

| Sep 2017 - Now

Providing inhouse and off-site design & product development services, clients on request, subject to NDA.

● Freelance Fashion Designer

Kyland Ltd | Dec 2018 - Oct 2019

Reporting to Studio Director

•Working from the UK Design Studio, representing the HK sourcing office, to provide a creative product development service to the UK customer base by creating tailored design presentations, utilising an extensive vintage sample archive.

- Liaising with designers, buyers & HK merchandisers, creating detailed Tech-packs, Trend Analysis & hand sketch and CAD
- Multiproduct with a focus on Casualwear, Outwear, Bottoms categories, Womenswear & Menswear
- Key accounts - ASOS, Urban Outfitters, River Island

● Beachwear Designer

Accessorize F.T.C | Sep 2016 - Sep 2017

<http://uk.accessorize.com> Reporting to Design Manager & Senior Buyer

- Tech-packs & daily correspondence with India, China, & Turkey sourcing offices & suppliers, covering woven & jersey multiproduct across Beachwear clothing, Swimwear and Activewear lines, working closely with Buying, Print & Garment Tech teams
- Creating trend & retail analysis, mood, colour, fabric & embellishment direction packs for in-house team & suppliers
- Collections designed: SS17 Catwalk reaction clothing update for Press Show, Beachwear & Swimwear Ranges for AW17 & SS18 collections, 2nd Spirit Athleisure Range AW17

● Designer

Some Ideas Design Consultancy | Jun 2015 - Aug 2016

www.someideas.london Reporting to Creative Director

- To provide tailored Creative Direction, Brand Development & Innovation to a diverse client base (with emphasis on Activewear, Athleisure, Loungewear, Lifestyle product categories)
- Involved in all stages of the design process: Creative Concept, Consumer Insight & Market Research, Trend, Colour & Print Direction, Design

Communication, Fabric Sourcing, Product Development, Look Books & Styling
•Co-ordinating Studio Events

● **Womenswear Designer**

Rene Derhy F.T.C | Feb 2014 - May 2015

www.renederhy.com Reporting to Creative Director

- Collaborated with in-house and international freelance design team to create the SS15 & SS16 Womenswear Collection in preparation for the international tradeshow presentations
- Creating Tech-packs for India & China suppliers, covering woven & jersey multi-product Created original all-over and placement prints, provided design direction and briefs to commission original hand-painted prints

● **Interim Beachwear Designer**

F.T.C Accessorize Ltd | Sep 2013 - Dec 2013

<http://uk.accessorize.com> Reporting to Design Manager & Senior Buyer

- Designed SS14 Catwalk update range & AW14/15 design pack to hand-over to the proceeding designer

● **Senior Designer-Courtaulds**

| Jan 2013 - Apr 2013

Reporting to the Creative Director / Sales team to design sample ranges for Marks & Spencer 'M&S Woman' brand and I.B.O dept.

- Account designer for Smart/Formal Blouses & Tops - woven, jersey & fabric mixing
- Create design specs using Excel and PLM system for China and UK sample room, collaborating with Garment Technologist & in-house pattern-cutting team
- Liaising with the Fabric Technologist to source fabric direct from mills (China, Korea, Taiwan & Turkey), UK sales agents and attending UK & Paris Tradeshows
- Source prints from UK print studios and print mills, briefing Print Designer
- IndependentTravel & Relocation (Jan - Sept 2012)

● **Design & Product Development Manager**

Concepts Ltd | Mar 2011 - Dec 2011

www.llenoconcepts.com.hk Reporting to the Managing Director & co-ordinating with the merchandising teams to manage the retail and wholesale customers design and development enquiries. Customers included, East (UK) Verge (NZ), Louche (NZ), David Lawrence, Jigsaw, Perri Cutten (AUS) Responsibilities

- Sketch and artwork development for customer requests
- Fabric development, working with mills in China to create handlooms to meet customer design and target price requirements, ordering sample yardage for prototypes
- Print development, sourcing, re-colouring, preparing CAD for factory, costing, arrange strike off and sample yardage, visiting print showroom and factories
- Fabric and trim sourcing from wholesale market in Hong Kong & China, mills, factory, show rooms and trade shows

● **Designer & Product Developer**

-Tillsonburg Apparel Ltd | Oct 2009 - Mar 2011

www.tillsonburghk.com Reporting to the Vice President of Design as part of an established design & product development team. Tillsonburg Apparel Ltd is a USA trading company manufacturing for USA womenswear market. Responsibilities

- Account designer for Anthropologie -jerseywear tops, Ann Taylor -Woven shirts, American Eagle Outfitter -jerseywear tops, sales successfully secured from original designs and customer developments
- Liaise with VP, design and marketing teams to design new developments to create customer interest
- Maintain and develop relationships with customers, attending meetings in HK and USA
- Create artworks for embroidery factories using Illustrator and Photo-shop, working closely with merchandisers and embroidery factories to cost designs to meet target price

- Develop sketches, tech-packs and samples based on customer requests
- Work with Hong Kong and China sample room and technical team to fit samples
- Brief CAD team for artworks, print re-colouring & Merchandising Teams for fabric & trim development

● **Designer & Product Developer -JC**

Fashion Co. Ltd | Jun 2007 - Sep 2009

www.jcfash.com As a designer for JC Fashion Co.Ltd, my key role was to establish a new design studio. The objectives met include maintaining and maximising core business, attracting new customers and inspiring existing customers to place additional orders by promoting and highlighting the company's creative manufacturing capabilities. Customer accounts included Monsoon/Accessorize (Jerseywear, Casualwear, Occasionwear, Beachwear & Childrenswear), NEXT, ASOS, Long Tall Sally, Figleaves, Wallis & Disneywear.

- Managing 3 HK design assistants, set weekly briefs, assist with their interpretation of customer themes/requests and general understanding of the UK fashion market.
- Create trend & sourcing communication packages to inform design & merchandising teams of seasonal direct
- Design detailed specification sheets for samples and embellishment artworks, all product groups.
- Source directional trims /fabrics from both local & China wholesale markets & trade fairs
- Create original prints, source and develop vintage prints
- Regular visiting China factories for product development meetings, ensuring a good interpretation of customers design concept
- Attend customer meetings in Hong Kong and UK to present new developments



● **Assistant Designer/Assistant Brand Manager**

Al Boom Marine | May 2005 - May 2007

www.alboommarine.com This dynamic position gave me the opportunity to have direct responsibility for the creative direction & brand development of Bambu Beach a UAE lifestyle brand; the tangible success was seen in its strengthened design identity and sales growth. Design and develop all product groups including apparel, swimwear and accessories for women, men and children (3-12yrs.) for Bambu Beach Concept Store & 15 'Beyond the Beach' stores.

- Research & interpret trends to inform style direction – adapting this to target market/local climate
- Creating graphics for embroidery & print placements, labelling & POS materials, collection catalogues
- Involved in all stages of product development including tech-packs, fitting and factory visits, sourcing fabric and trims via the supplier and directly from local wholesalers, attended trade fairs in Hong Kong, Thailand and Dubai
- Implementing operating systems to communicate with local & international suppliers. (UAE, Denmark, HK)
- Established a brand philosophy and commissioned a new logo to reflect this, increased brand awareness and sales by organising fashion shows and participating in community events
- Assisted in the management of the retail outlet, visual merchandising, staff training, customer relations, stock management & sales analysis

● **-General Administration/Appointments Personnel**

Temp Agency | Jan 2005 - May 2005

-Independent Travel (July - Dec 2004)

● **-Childcare Assistant**

Select Education | Sep 2003 - Jul 2004

-Independent Travel (Mar -Aug 2003)

● **Huicholi Weaving Project Volunteer/outreach International | Mar 2002 - Sep 2002**

www.outreachinternational.co.uk This was a unique opportunity to work with the Huicholi indigenous tribal community by contributing to the design, production, development and promotion of their crafts.

- **Assistant Designer & Seamstress/**

English Rose Brides | Sep 2001 - Sep 2002

Assistant designer and dressmaker in all areas of bridal wear, the position required close consultation with clients regarding design, fit, budget and deadlines.



- **-Design Assistant /**

Studio M Design | Mar 2000 - May 2000



- **Development Design Assistant/**

BHS | Jul 1999 - Mar 2000

Education & Training

1997 - 2001

- **University of Derby**

BA (Hons), Fashion Design