



Lulu Lee

Accessories Designer

📍 London, UK

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Languages

English (Native)

Mandarin (Basic)

About

I've worked as an in-house designer for both apparel and fashion accessories for 10 years and am now specialising in bags and accessories. I've worked with a wide array of materials from nylons to canvases, sustainable faux furs to leather-alternatives and more across women's, men's and all-gendered fashion handbags and small accessories. Together, we'll ensure that your product assortment is focused, caters to your target market, is relevant to current trends and tells a strong brand story. I can help you bring your creative vision to life and work with you to formulate your brand DNA so that your range of product looks and feels thoughtful, meaningful, and cohesive.

Services Offered:

- market and competitor analysis
- trend research capturing current and relevant shapes
- concept and trend moodboard creation
- material sourcing with guidance on sustainable and responsible sourcing
- designing for your specific product or complete assortment line
- rough sketches to presentation sketches to technical CAD creation
- complete industry standard, production-ready tech pack
- print, graphic, and colour palette expertise
- complete coloured CADs overview to illustrate buy assortment
- hardware sourcing or custom design and development
- branding hardware design and sourcing

Product Categories: bags and accessories across all gender classes, handbags, activity-focused bags and accessories, small leather goods, keychains and branded hardware, travel and tech accessories

If you want to work with a passionate and dedicated designer with a keen eye for detail and a strong sense of personal responsibility, please reach out and let's discuss your project.

BRANDS WORKED WITH

lululemon

OAK + FORT

Gentle Fawn

International Fashions: Kersh and Press

Experience



● Junior Designer

lululemon | Mar 2021 - Sep 2022

Accessories, Bags



● Design Assistant | Women's Bags

lululemon | Sep 2019 - Mar 2021



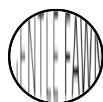
● Womens Designer

OAK + FORT | Jul 2018 - Apr 2019



● Junior Designer

OAK + FORT | Apr 2018 - Jul 2018



● Design Assistant

Gentle Fawn | Sep 2017 - Mar 2018



● Technical Designer

International Fashions: Kersh and Press | Jul 2014 - Dec 2016

+ Produces garment tech packages using company approved software, including specs, BOM, and colour & fabric details+ Communicates directly with factory partners to develop garments based on designer's requirements and business objectives+ Utilizes creative problem solving techniques in accomplishing specific design details+ Assists designers in creating artwork and determining artwork specs+ Provides fabric, print, trims, and lab dip approvals to factories+ Critically analyses fit and styling issues during proto sample fittings and relays designer's fit comments to factories+ Designs branding material such as main labels and hang tags+ Creates line list cover pages and assists in-house photo shoots+ Designs original artwork for private label projects+ Assists in trend research and gathering design inspiration for upcoming seasons based on specified themes+ Assists designer in preparing presentation material for key meetings including mood boards and colour palettes



● Design Intern

International Fashions: Kersh and Press | Jan 2013 - Dec 2013



● Designer

lululemon | Sep 2022 - Nov 2023

- created top-selling franchises in the bags and small goods categories
- worked with in-house sample room to create proof-of-concepts for new ideas
- provided market-relevant and fashion driven research for capsule collections and key items
- identified and drove development for new materials and trims for bags and SLGs
- provide diversified design aesthetic that connected with guests in NAE/APAC/EMEA regions
- communicated design intent through sketching, presentations, cross-functional workshops, and fittings

● Freelance Designer

| Jan 2024 - Now

Education & Training

2013 - 2013

● Shih Chien University

Fashion/Apparel Design Exchange,

2010 - 2014

● Kwantlen Polytechnic University

Bachelor of Design,