



# Lily Cornell

Head of Collections

📍 London, UK

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## Languages

French (Basic)

English (Fluent)

## About

Senior strategic Design and Development lead, with extensive end-to-end knowledge of design flow and supply chain from concept through to delivery in the contemporary and luxury fashion sectors. A proven track record in project management, change management and team leadership. Excellence in communication, planning and delivery of special projects. Friendly and open with the ability to manage relationships from external VIP partners through to bulk production.

### BRANDS WORKED WITH

Dweet

ALAN AUCTOR

Christopher Raeburn

de la Vali

Martine Rose

McQ Alexander McQueen

Product Development and Production Consultancy

Sophia Kokosalaki

## Experience

### ● Collections Manager

McQ Alexander McQueen | Mar 2019 - Now

In 2019 McQ Alexander McQueen underwent a rebrand to MCQ, a creative platform built on the pillars of creative collaboration, technology and sustainability. Throughout the brand's evolution I have played a central role in leading the team; writing the critical path, establishing new processes and hiring new departments. I served as the project lead for design and development and the key contact across all other departments.

- Ownership of all critical path and brand calendars including Design, Development, Special Projects and Collaborations
- Ownership of all VIP external design collaborations as key internal stakeholder; onboarding talent in partnership with communications team, creating and executing the project roadmap, deliverables brief and contract outline, negotiating and signing all final agreements
- Lead cross-functionally across internal departments including Design, Development, Merchandising, Sales, Production, Communications and Sustainability delivering all seasonal collections and capsules on time and to range, ensuring all project milestones are hit and deliverables are met
- Deliver inter-department transparency and consistency, working closely with PD, Raw Materials sourcing and Production on supply chain strategy and allocation
- Work closely with Merchandising on target margin, range strategy and retail landscape positioning
- Key team lead working side by side daily with the Design Director and Brand Director to execute the brand vision
- Key Achievements:
  - Wrote and implemented a completely new design-development seasonal structure, including creating all tools and resources, increasing efficiency and communication in the team resulting in an improved product and quicker time-to market
  - Project managed strategic restructuring of regional departments, moving the Product Development office from Italy to London to work alongside Design, resulting in increased supply chain transparency and improved vendor relations. Created all job descriptions and hired 12 new London based staff
  - Successfully delivered a design collaboration partnership with a 1.3million reach Korean artist and influencer, managing all aspects including project outline, timeline, contract and deliverables, creative direction roll out, information flow with design and final product outlook.
  - Executed MCQ's first NFT capsule collection and 'Phygital' in partnership with The Dematerialised, with record engagement for DMAT and sell-out of all digital and Phygital products
  - Implemented a sustainability information flow ensuring accurate and relevant information and all documentation is communication from Raw Materials and PD through to Sales, Production and Customer Service.

### ● Product Development Manager

de la Vali | May 2017 - Mar 2019

At DLV I managed the development of all apparel and raw materials sourcing in a rapidly growing contemporary brand, delivering two mainline collections a year, as well as seasonal collaborations and retail exclusives.

- Oversaw the development of all collections, multiple store exclusives and capsule deliveries (Selfridges, NAP, Harrods, Matches, Browns and Outnet)
- Wrote critical path for all developments, covering key in-house and vendor milestones
- Created seasonal range plan with a balanced product mix and target margins
- Allocated all product for manufacturing; considering shipping, taxes, target prices, factory workmanship
- Negotiated effectively on industrial costs, lead time and payment terms with suppliers
- Researched and onboarded new suppliers. Key factory and mill liaison, visiting vendors regularly
- Oversaw all tech pack development checking for accuracy in notes and detailing
- Sourced, developed and purchased all fabrics and trims for SMS and Production, including special fabric developments, lab dips and print design, working with in house and external print designers
- Ran all design handover sessions and all fitting sessions
- Budgeted each season keeping close track of spending, liaising with accounts weekly to monitor payments and ex-dates
- Worked closely with Design, Sales, Production, Logistics and Accounting as a cornerstone of information



### ● **Founder**

ALAN AUCTOR | Mar 2014 - May 2017

As a founder I was responsible for design, development and production, with final sign off on creative direction in photoshoots, branding and media content.

- Designed two collections a year, working with my team to create a balanced range
- Managed all development processes - critical path, sourcing, sampling and bulk delivery
- Negotiated all industrial costs throughout development, setting pricing and margin for all SKU's.
- Worked with external Sales and PR office to organise Paris showroom, gifting and PR strategy
- Managed all asset creation

### ● **Sourcing**

Product Development and Production Consultancy | Mar 2012 - May 2017

Worked with emerging designers to set up supply chain infrastructure

- Clients include: Wales Bonner, Rockins, Katie Eary, Alex Mattsson and Hind Matar



### ● **Product Development and Special Projects Manager**

Sophia Kokosalaki | Nov 2012 - Apr 2015

Worked closely with Sophia to design and develop her final RTW Collections, Bridal Collections and Fine Jewellery

- Managed all concepts from design through to in-store delivery, covering raw material sourcing, vendor relations, allocation, costing and delivery
- Executed large-scale special projects: Aegean Airlines Uniform redesign, Athens International Airport Uniform redesign and premium hotel uniforms including Costa Navarino, New Hotel Athens and NOBU Athens

### ● **Product Developer**

Christopher Raeburn | Mar 2010 - Jan 2012

Developed all ReMade and conventional SKU's creating CAD's, tech packs and BOM using PLM software

- Resolved raw material sourcing, factory allocation and pattern issues after initially working in the production studio



● **Head of Collections**

Martine Rose | Oct 2022 - Now

## Education & Training

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2005 - 2009

● **Ryerson University**

BDes, Bachelor of Design