



Penelope Tucker

Creative Manager & Fashion Design Consultant

📍 London, UK

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Languages

English (Native)

About

Penelope Tucker is a Creative Manager & Fashion Design Consultant based in London, United Kingdom.

Penelope began her design career by graduating Kingston University with a First Class Fashion Design BA(Hons) degree. She worked her way up to Senior Designer at renowned streetwear label Blood Brother before becoming Design Manager at the heritage outdoor brand Penfield USA.

In 2020 Penelope became a Freelance Design Consultant with the aim of helping various companies with their design and brand direction. During this time, she has worked with power houses such as Agent Provocateur, Pyrenex and Albam alongside a number of start-ups and independent brands.

BRANDS WORKED WITH

Agent Provocateur

Albam Clothing

Blood Brother

Modern Society

Penfield

Pyrenex

Experience



● Freelance Design Consultant

Albam Clothing | May 2020 - Now

- Sole Designer for the brand, designing full seasonal collections across multiple product areas including wovens, outerwear, jersey, accessories.
- Range planning and building.
- Creating seasonal direction and presenting packs to sales and external teams.
- Working directly with the Operations Director / Founder to achieve the desired brand aesthetic.
- Creating bespoke, repeatable print artworks painted by hand alongside computer generated graphics.
- Working closely with the Product Developer and Production team.
- Organising fit reviews and communicating amends to factories.
- Management of sourcing and development with regular trips to factories (UK & Portugal).



● Freelance Design Consultant

Agent Provocateur | Jan 2020 - Jul 2022

- Design Consultant on lounge and jersey wear, developing this range from scratch to align with the brand's rich heritage and strong identity.
- Design direction and interpretation of existing brand into casual, luxury, high-end jersey wear.
- Generating collection themes to sit alongside the brand's lingerie collections.
- Graphic design and direction.
- Presentation of range to CEO, Creative Director and Stakeholders.
- Management of sourcing and product development (Portugal).



● Freelance Design Consultant

Pyrenex | Apr 2020 - Mar 2022

- Design Consultant on UK distributed jerseywear and lightweight outerwear. Adapting the current brand identity to suit the UK market in these product areas.
- Graphic Design and direction.
- Sourcing and Product Development with regular factory visits.
- Trips to France to pitch the concept to the brand on behalf of Four Marketing.



● **Freelance Design Consultant and Production Manager**

Modern Society | Apr 2020 - May 2021

- Consultant on clothing range for a renowned independent fashion retailer.
- Designing a non-gendered product range across wovens and jersey-wear. - Sourcing, product development and production management in the UK and Portugal using deadstock fabrics.
- Collaborating with a local embroidery artist to create small batch garment patches and details.



● **Design Manager**

Penfield | Aug 2018 - Apr 2020

- Design Manager across 3 brands.
- Managing a team of Designers from Assistant to Senior roles. Creating a fun, respectful and energetic team environment.
- Leading the design team with seasonal direction, range planning, critical path management and regular 1-2-1s.
- Evolving the Penfield brand direction to be more sustainable and to align with the brand's core values.
- Research trips to the US to immerse the team into the rich Penfield heritage and brand history.
- Working with a vast vintage archive to influence the design team.
- Working with Far-East, UK and EU supplier bases.
- Management of SMU projects with international sales teams and stockists. - Presenting of range and direction to internal stakeholders and international sales teams.



● **Senior Designer**

Blood Brother | Sep 2012 - Jul 2018

- Management of design team and graphic designer.
- Creating seasonal theme and range direction alongside Creative Director.
- Multi-product design for both runway and commercial collections, ensuring the balance of the range suited this structure.
- Overseeing production and product development.
- Developing and maintaining a solid factory and supplier base, building strong, long lasting relationships and ensuring regular visits to Turkey and Portugal.
- Management of SMU and special projects for Harrods, Selfridges, Harvey Nichols etc.
- Styling for regular shoots and styling direction for LFW collections.
- Overseeing organisation of LFW runway shows, organising castings, working with set designers.
- Presenting range to sales teams and in-house stakeholders.

Education & Training

2009 - 2012

● **Kingston University**

First Class , BA(Hons) FASHION DESIGN

2008 - 2009

● **Shrewsbury College of Art & Technology**

Distinction, FOUNDATION DEGREE IN ART & DESIGN