



Melissa Hamilton

Product Development Manager

Royal Tunbridge Wells, Tunbridge Wells, UK

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Languages

English (Fluent)

About

A hands-on, bright and innovative Sales and Product Development Manager working across multiproduct Womenswear/Kidswear and Menswear, specialising in Outerwear and soft wovens. A trained problem solver who takes an objective overview and generates a workable solution. Energetic and self-motivated, welcomes challenges and demonstrates in depth strategic planning ability to make possible operational and procedural preparation. An understanding and compassionate communicator who leads by example and encourages structure, even under significant pressure and possesses a strong ability to perform effectively.

BRANDS WORKED WITH

- ByCity Ltd
- Gino Cerruti Limited
- Lisa Redman Ltd
- Paragon Clothing Ltd
- The Gaucho

Experience

● Sales and Product Development Manager

Paragon Clothing Ltd | Jun 2015 - Now

- Product Development for Womens/Kids and Menswear across casual/formal outerwear, soft seps woven, tailoring, embellishment, and accessories.
- Responsible for building and maintaining effective working relationships with vendors, developing a strong working knowledge of our vendor capability. Negotiating on costs as well as aesthetic changes to ensure design vision is maintained commercially.
- Implementing and managing the critical path from concept.
- Accountable for ensuring PLM is kept accurately updated.
- Communicate with suppliers to source and develop fabrics and trims with sustainability in mind.
- Work from initial trend and concept ideas all the way through to proto.
- Research the consumer market and identify new trends and product area.
- Research and source new materials, fabrications, and components within the market to incorporate new innovations across product ranges, including attending trade shows.
- Costing Management between factories and customers.
- Management of retailers and targeted approaches, including trend presentation and working closely with the design team to ensure product is strategically developed.
- Overseeing technical and merchandising teams for each order, throughout the development process to delivery.
- Liaising and travelling to various platforms, including, China, India, Sri Lanka, Vietnam, Bangladesh, Morocco, and Romania to ensure strong partner relationships with our factories and suppliers.
- Sales Management Womenswear: HOF, Oliver Bonas, Kaleidoscope, Roman Originals, Urban Outfitters, Topshop, Sports Direct, Jaeger, Monsoon, Forever New, Boohoo: Coast, Warehouse, Oasis, Debenhams, Karen Millen, Wallis, Miss Pap, Nasty Gal.
- Sales Management Kidswear: Tesco, HOF, Shop Direct, Boohoo: Debenhams, Sainsburys, Selfridges, River Island, Primark.
- Sales management Menswear: Burton, Topman, HOF, Sports Direct, Sainsburys, Urban Outfitters, Boohoo: Burton, Debenhams
- Management of In-house kidswear brand – Liberated Folk.

● Account Manager and Production Co-ordinator

ByCity Ltd | Jan 2014 - Jun 2015

- Fabric and Garment Testing
- Inputting and ordering care labels and washcare.
- Maintaining and following critical paths.
- Account Management: Miss Selfridge, Mint Velvet, Forever New, River Island, Oasis, Monsoon, Warehouse, Wallis.
- Product development and design
- Working across various platforms, including; China, Pakistan and India
- Design and Trend research

- **In-House Assistant Designer**

Gino Cerruti Limited | Apr 2013 - Jan 2014

Design Bridal wear, occasion wear including prom and mother of the bride and evening wear

- Fabric and textile sourcing and working closely with the production teams
- Assisting the director with the production of all samples and collections
- Communication with our various production teams in China and India
- Answer the phone and responding to the emails of our retailers/customers
- Sales and taking part in large Tradeshows such as Essential Collection, Moda and Harrogate (BBEH)
- Meeting and greeting all of our customers
- In charge of running the team

- **Receptionist**

The Gaucho | Oct 2012 - Jun 2013

General organisation of the restaurant

- Floor planning
- Event organising and supervision
- Ensuring the phone is answered at all times
- Advanced use of Open Table

- **Design Assistant/PA**

Lisa Redman Ltd | May 2012 - Apr 2013

Roles include Illustration, design, pattern cutting, fabric sourcing

- Organising the managing directors diary
- Designing new embroidery patterns
- Styling models for photo shoots
- Creating and styling new season Look Books
- Emailing and contacting clients
- Coordinating in-house catering
- Meeting clients
- Screening, re-directing and flagging important/urgent external calls

- **Fashion and product development Consultant**

| May 2022 - Now

- **Design Intern**

| Apr 2010 - Sep 2010