



Cleo Droomer

Senior RTW Apparel Designer | Product developer | Founder & Artist @ DROOMER

Cape Town, South Africa

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Languages

English (Native)

About

Apparel Design and product development specialist. In addition to 14+ years industry experience focused specifically in outerwear apparel design, I am the founder, owner and artist at DROOMER.

I obtain a varied set of skills that I have cultivated and tended to over my tenure as a creative professional. At my last post as the Senior RTW Designer at Woolworths, overseeing the bulk of the womenswear portfolio (wovens, knits & knitwear), I had the ability to successfully implement and execute design strategies and briefs from concept through to pp seal stage, being integral and present along each stage of the supply chain. These included strategic seasonal runway/brand alignment and concept notes; mood, colour, print & key looks; tech pack creation & supplier briefing; fabric sourcing & briefing; fitting and seal approvals, as well as extensive international sourcing and supplier trips to procure product.

More recently, I own and run a small business in which I create zero-waste garments from discarded fashion industry waste, as well as creating story telling pieces from Heirloom fabrics. This new venture and way of making was met with great acclaim and even an award as the winner of the Most Sustainable designer In South Africa. (Twyg Changemaker award 2023)

Prior to these recent chapters in my professional career, I had worked as a menswear designer and trend forecaster, in corporate clothing (carefully learning and understanding the manufacturing process and the importance of technical design and product development on mass production) and in High end couture (as the lead designer overseeing a small couture team of makers for a well known local studio creating bespoke couture for retail and private orders)

BRANDS WORKED WITH

- Edcon
- GAVIN RAJAH
- Maby Gross Corporate wear
- Mr Price Group
- The Platinum Group Pty (Ltd)
- Woolworths

Experience

● Senior Apparel Designer - Womenswear

Woolworths | Jun 2018 - May 2021

Seasonal range strategy, color direction, fabrication direction, print direction.
CAD and tech pack creation for supplier briefs
Present seasonal reviews to Executive team
supplier briefing and liasion - Maintaining close supplier relations
Supplier visits for new product development.
Overseas travel for trend and buying trips
garment fitting, conceptual through to pre-production sign off
new product development.
fabric selection and development with suppliers
ensure design and buying critical path is maintained
work intimately with buying, supply chain, garment technology, print design & sourcing departments in executing an end to end creative design service

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● Trend Designer - Menswear

Edcon | Jan 2015 - Aug 2017

creatively managed the menswear division of this mass discount chain across formal, casual, activewear, footwear & accessories
supplied merchant team with a comprehensive end to end (concept to store) strategy & implementation

facilitated the buying function from a trend and creative viewpoint, making sure seasonal buys were relevant within the marketplace.
facilitated marketing function by means of trend influence & relevance
facilitated visual merchandising function by means of trend influence & relevance
product development (CADS) - created CADS myself but also managed a freelance designer who was sub contracted
along with buying manager, created and implemented seasonal strategies and processes developed & managed travel calendar
travelled abroad to purchase samples
supplier liasons
creatively conceptualized seasonal media days (launching a new season to the media)

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- **Lead Designer**

Maby Gross Corporate wear | Oct 2013 - Jan 2015

- **Design Studio Manager**

The Platinum Group Pty (Ltd) | Sep 2012 - Jun 2013



- **Limited Edition Freelance Designer**

Mr Price Group | Mar 2011 - Jun 2011



- **Design Studio Manager**

GAVIN RAJAH | Mar 2010 - May 2012

Education & Training

2007 - 2009

- **Cape Town College of Fashion Design**

Diploma in Fashion Design,