



Nicola Rolston

Head of Design Womenswear

London, UK

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About

Highly experienced senior designer/manager/head of design

With over 20 years experience designing/managing for the U.K. fashion high street and online fashion retailers.

I have multi product design experience on womenswear, as well as experience of managing teams. I am highly creative, directional and trend aware combined with a strong commercial understanding.

Looking for exciting new opportunities

BRANDS WORKED WITH

- Asos.Com
- Creative Design Industries
- Oasis Stores Ltd.
- Principles
- River Island

Experience

- Senior Designer Womenswear**
Asos.Com | Nov 2019 - Now
Senior Outerwear designer across formal and casual outerwear and suede and leather ranges
- | --
- Head of Design**
Asos.Com | May 2018 - Nov 2019
- Senior Designer Talent and Colabs**
Asos.Com | Sep 2017 - May 2018
- Senior Designer Outerwear**
Asos.Com | Nov 2014 - Sep 2017
Senior Outerwear designer across formal and casual outerwear and suede and leather ranges
- Freelance Design Consultant**
Asos.Com | Mar 2012 - Nov 2014
Freelance Design Consultant responsible for Women's Outerwear and Leather and Petites departments.
- Head of Design**
Creative Design Industries | Jan 2010 - Sep 2011
Responsible for a team of 10 designers across womens multi product areas. Also responsible for running of pattern room and general office management.
- Design Manager Womenswear**
Oasis Stores Ltd. | Jan 1999 - Jan 2010
Responsible for a team of 12 designers across multi product departments. Responsible for driving trend and new concept ideas. Also supporting and developing designers with range building their departments. I worked on several departments designing and range building whilst also managing the team.

- **Denim casual and outerwear designer**

Principles | 1997 - 1999

- **Denim casual and outerwear designer**

River Island | 1995 - 1997