



Asa Palmstierna

Head of RTW and Knitwear at J&M Davidson

📍 London, UK

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Languages

Swedish (Native)

English (Fluent)

French (Basic)

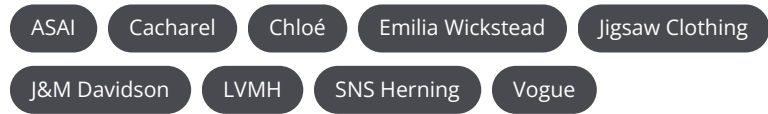
Italian (Basic)

Japanese (Basic)

About

Freelance clothing and knitwear designer with experience in European and Japanese market

BRANDS WORKED WITH



Experience



● Head of RTW and Knitwear

J&M Davidson | Feb 2021 -

● Freelance Knitwear Designer

Jigsaw Clothing | Nov 2019 - Mar 2020

- Design the knitwear collection together with Head of Knitwear and the team, making sure the collection is consistent and well balanced.
- Create detailed sketches by hand, implementing the seasonal colour palette.
- Research themes and inspirations as well as staying informed with technologies, trends and sustainable solutions.
- Collaborate with Product Development and Merchandising Departments.
- Ensure all sketches and tech packs are timely launched in line with critical path.
- Partake in sample fits and line edits.
- Communicate with factories and product development teams, both domestic and overseas.

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● Knit Designer & Consultant

ASAI | Jul 2019 - Mar 2020

- Working on innovative and commercial knitwear to help support and grow the business together with creative director.
- Coordinate sample production process to ensure that samples are produced and delivered on a timely basis.
- Lead sample fits and line edits.
- Yarn and trim sourcing, development and purchasing

● Knitwear Designer & Consultant

SNS Herning | Nov 2017 - Sep 2018

- Interpret seasonal mood and concept together with Creative Director.
- Research and develop sweater stitches and techniques.
- Developed collections for both men and women.
- Sketch by hand, drape and create mock ups based on original ideas and inspiration images.
- Spec new designs.
- Create detailed development tech packs, including all measurements, stitch and construction information. Issue these tech packs to factories.
- Communicate with our Danish factory to ensure all samples are executed to our specifications and maintain our original intent.
- Collaborate with the Creative Director in choosing yarns.
- Ensure development of samples by adhering to calendar.

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● **RTW Clothing and Knitwear Designer**

J&M Davidson | Aug 2014 - Sep 2017

- Setting the design direction for the season by creating mood boards, colour, embroidery designs, yarn and fabrics collections for Creative Director to review.
 - Annually design and develop 4 clothing (including leather, jersey and denim) and 2 knitwear collections as well as consult the leather goods department.
 - Source materials used for clothing and knitwear; from fabrics, yarn, trim, prints to embroidery by visiting fabric fairs.
 - In charge of the complete product development cycle, from initial clothing and knit sketch handover, spec/tech pack drawing to quality control of the final garment.
 - Attend fittings and liaise with our factories in Italy, France, Hong Kong and Japan.
- Developed a new aesthetic and line of clothing and knitwear to launch the flagship shop in Mount Street •Closely working with our sales and export office in Tokyo.
- Delegate, train and motivate junior members of the design studio.
 - Assist with creating contents for website and ecommerce.
 - Organise and style looks for photo shoots and presentations.
 - Increased clothing sales by 87% and knitwear by 42% year on year revenue (AW16-AW17)

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● **Print Design Intern**

Cacharel | Apr 2013 - Jun 2013

- Creating digital prints, from the initial research stage to examining the finished products from the factories.
- Digitally producing and reworking excising logos, knitwear intarsias, technical drawings and artwork.



● **Womenswear Design Intern**

Chloé | Jan 2013 - Apr 2013

- Supporting the womenswear design team with creation of toiles and designing of trimmings.
- Undertaking research and developing embellishments and embroideries for showpieces.
- Researching new themes and producing prints for the upcoming collection.
- Creating design variations through Photoshop and Illustrator.



● **Design Studio Intern**

LVMH | Aug 2012 - Dec 2012

- Undertaking research, sample and trim manipulation as well as embroidery development. Due to my computer skills I was put to create and modify prints as well as and creating print placements for show garments.
- Participated in fittings and meetings with the atelier.



● **Editorial Intern**

Vogue | Apr 2011 - Jun 2011

- Undertaking research, sample and trim manipulation as well as embroidery development. Due to my computer skills I was put to create

and modify prints as well as and creating print placements for show garments.

- Participated in fittings and meetings with the atelier.



- **Design and production Assistant**

Emilia Wickstead | Sep 2009 - Jun 2011

- Part time position as an atelier seamstress
- Duties included: sewing and cutting fabrics, hand embroidery, ordering trimmings and fabric for production as well as attend client fittings.
- Within time I was given additional responsibilities such as quality control of finished garments.

Education & Training

2010 - 2014 ● **Central Saint Martins College of Art & Design**

Bachelor of Arts (BA) Hons,

2009 - 2010 ● **London College of Fashion**

Foundation degree,