



Pip Charles

Fashion Design Manager, CLO
3D Fashion Designer, Trend
Forecaster, Womenswear de-
signer

London, UK

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Languages

English (Fluent)

About

Pip Charles is an established fashion creative, with proven commercial design talent & valuable trend intelligence across the High Street fashion industry. Pip offers unique, design & print led proposals for fruitful projects

BRANDS WORKED WITH

- Charles Tottenham
- Debenhams
- Elle Clothing, L Wear Ltd
- Fake London Genius, Fourworks Ltd
- FCI Bangladesh
- Global Source and Design, Hong Kong
- Li & Fung Limited
- Marks and Spencer
- Next Sourcing Limited
- SALT
- Stuart Peters Limited
- The Sports Edit

Experience



● Senior Fashion Designer / Manager | CLO 3D Designer

Li & Fung Limited | Jan 2020 - Now

- Responsibility and management of design for key Tesco account
- Covering Womenswear casual fashion, leisurewear, active wear, holiday shop and core categories.
- Experienced, advance level CLO 3D designer.
- Managing design and trend direction for in-house collections.
- Co-ordinating creative and sample teams to generate profitable, on-trend, capsule ranges.
- Managing freelance talent across brand output.
- Working directly with Turkey, Pakistan, Bangladesh, Cambodia and UK factories / sample rooms.

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● Freelance Fashion Design Consultant

Stuart Peters Limited | May 2018 - Dec 2019

Fashion shape and Surface & Print design. Trend led in-house range design and core volume line design for leading British online & high street retailers. Tesco, Sainsburys, Dunnes, Amazon, Very, Bon Marche



● Freelance Design Consultant

Debenhams | Aug 2017 - May 2018

Consultancy implementing an in-house fashion print design department to generate new business for Debenhams Sourcing.

- I make great prints to bring new and repeat business to Debenhams Sourcing.
- I bring industry knowledge, market and trend inspiration to buyers & PD's and I develop original, commercial aspiration prints.
- Strong response to hand drawn, painted and illustrative on-trend prints.
- My prints push the important trends in a commercial, brand appropriate way

● Co-Founder

Charles Tottenham | Apr 2017 -

www.charlestottenham.com
Lifestyle brand focussed on unique printed Silks. Hand illustrated interiors and gifts.
Collaboration with The Natural History Museum launching Spring 2020.

Co-founded in 2017, Charles Tottenham products are dispatched and loved worldwide.
Recent press includes; House Beautiful, Red, Good Housekeeping, Homes & Interiors

● Design Consultant

FCI Bangladesh | Oct 2015 - Aug 2016

Fashion trend suppliers to Marks & Spencer, Sainsburys and Matalan

- Catwalk, trend and fabric led design and development for high street accounts
- Design across multi-brand Smart / Casual, multi product including Tailoring, Smart, Casual, Wovens and Jersey.
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● Creative Director

SALT | Nov 2014 - Jun 2017

Creative lead of SALT brand & concept.

SALT is the in-house brand of TSE. Featured in The Telegraph Luxury & Vogue

- Collection Design; Design and development of Menswear and Womenswear seasonal collections
- Production; Sourcing and overseeing production of jersey, woven and seamless styles in Portugal & England
- Management; Talent sourcing and management across print, graphics, product development, and social
- Wholesale; Retail channel sourcing and development

online : www.saltsports.co.uk

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● Creative Director

The Sports Edit | Oct 2014 - May 2017

Co-founder of The Sports Edit concept, retail stores, e-commerce, & SALT activewear. Growing it into a strong business, with e-commerce shipped to over 25 countries.

- Art director; campaigns, website, & product photography.
- In house design; concept, and design of in-house brand 'SALT'
- Buyer; buying 26 brands for Womenswear, Menswear and Accessories from US, Canada, Europe, and UK
- Management; sourcing and co-ordinating satellite talent for marketing, graphics, web development, in-store and social.

Pre launch phase (Nov '14 - Aug '15)

- Intensive trend, market & competitor research in UK, US, & Europe.
- Creating & overseeing design of e-commerce and retail stores.
- Talent sourcing, casting, and direction across creative elements

Store : Fulham, London | Online : www.thesportsedit.com

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● Senior Design Consultant

Marks and Spencer | Oct 2009 - Sep 2014

Highly commercial design, development and trend for the 2nd highest grossing department in M&S Womenswear.

Trend direction

- compiling exciting, directional and highly commercial design briefs.
- multi city inspiration sourcing to create a leading design strategy across garment, print, fabric, colour and trim.
- Compiling and presenting catwalk reactions.
- Seasonal competitor research, and key shape analysis.

Collection design

- Design of 100 to 180 ways per phase, in each of the 9 phases a year.
- Briefing print, fabric and technical teams, alongside managing relevant deadlines.
- Direct product development out of India, Bangladesh, Cambodia, Mauritius, China and Turkey.
- Quick response design and direct development out of Turkey and Morocco.

Range building

- create strong, trend driven ranges
- ensuring Suppliers create design strategy that is relevant to their strengths and the department's needs
- supplier analysis, regional development strategy and future department direction.

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● Senior Womenswear Designer

Next Sourcing Limited | Aug 2008 - Apr 2009

Interpreting a variety of seasonal briefs, from 'Next Head Office' to create standout commercial capsule collections.

- Creating innovative solutions to business issues, bringing fresh, commercial ideas and product to an oversaturated supply market.
- Liaising with NSL India office to source and develop key components
- Regular individually conducted trips to India, (Delhi and Mumbai) for sourcing, development and progress checks.
- Sales presentation of final product to Head Office senior management and senior departmental buyers.
- Ensuring management set product sales targets are met and exceeded.

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● Senior Womenswear Designer

Global Source and Design, Hong Kong | Apr 2007 - Jun 2008

Providing inspiration, design and local market experience to international branded companies to commercially advance their brands

- Clients include 'ASOS', 'Jane Norman', 'All Saints', 'Fossil', 'Guess', 'Arden B', 'Royal Plush'
- Liaising with locally based offices and factories to interpret and make clear all client sent requirements.
- Ensuring clear, correct and timely sample development for all clients
- Line manager to a team of five (2 Designers, 3 Assistant Designers)
- Implementing new procedures with the expansion of the design team.

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● Senior Designer

Elle Clothing, L Wear Ltd | Nov 2005 - Mar 2007

Responsible for the design & development of seasonal wholesale and retail licensed collections.

- Interpreting and developing seasonal brief from license holder
- Compiling inspirational, creative and commercial research to build a commercial range
- Development of designs through Hong Kong, Turkey and Portugal.
- Working closely with Paris based license holder and other European licensees
- Presentation of final collection to licence holders & international sales teams.
- Line manager to two Assistant Designers, providing creative inspiration and guidance.

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● Womenswear Designer

Fake London Genius, Fourworks Ltd | Jun 2004 - Nov 2005

Responsibility of designing and overseeing production of a seasonal product collection

- Working one to one with Creative Director on developments.
- Sourcing key components from European and Hong Kong suppliers, and Trade Fairs.
- Presenting completed Womenswear collection to International Sellers in Milan.
- Interacting with sales team on feedback for future developments.
- Working on Co-Lab projects; labels included 'Oki-Ni', and 'Puma'

● Assistant Designer

Fake London Genius, Fourworks Ltd | Nov 2002 - Jun 2004

Sole assistant to Menswear and Womenswear designers.

Education & Training

1999 - 2002 ● Kingston University

BA (Hons),

1999 - 2002 ● Kingston University

Bachelor of Arts - BA,

1998 - 1999 ● Kingston University

BTEC,