



FRANCES WHITE

GARMENT DESIGN MANAGER

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PORTFOLIO

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EDUCATION

UX Design

General Assembly 21

BA Hons Fashion Design

University of Westminster

SKILLS

- Creative direction
- Managing teams
- Market analysis
- Design processes
- Presenting
- Consumer insights
- IT / Adobe CC
- Collaboration
- Strategy
- Increasing sales

PROFESSIONAL SUMMARY

Motivated and driven team leader with proven communication skills who excels at identifying new opportunities within the womenswear market and can translate that vision through managing a design team to deliver within timelines.

Passionate about design with over 20 years experience in retail.

Impressive track record of developing contemporary commercial ranges that deliver growth in sales.

Effective delivery of right product to the right market.

WORK EXPERIENCE

DESIGN MANAGER

Debenhams 2009 - 2020

- Maine + Principles - consistently best brands.
- Worked collaboratively with senior B + M team.
- Creative direction - colour, trend, phasing, ranges and edits.
- Team manager - print / knit / wovens/ jersey - critical path.

SENIOR DESIGNER

Debenhams PLC 2004- 2009

- Occasionwear - Debut - was the Market leader on the UK high street.

SENIOR DESIGNER

Arcadia 1999 - 2004

- Evans - casualwear
- D.Ps - casualwear
- Denim, jersey, wovens.

DESIGNER

Freemans 1996 - 1998

- Young fashion department