

EXPERIENCE

Nuba – Designer - 01/2020 – 07/2026

- Led research, design and development of Women's & Men's Ready-to-Wear collections, exhibiting a strong understanding of garment construction, fabrics, fit, and product development,
- Managed production of 40+ SKU seasonal collections across all clothing categories and accessories.
- Led Range Planning of 40+ SKU ready to wear collections.
- Hired and managed a 7-person team across design assistants, pattern cutting and sample machinists.
- Produced and Designed Jewellery and Leather Accessories with international suppliers & factories.
- Secured accounts with Machine-A (£10,000) and SSENSE (£20,000). DTC revenue of £1,500 per season from our Studio Store.
- Secured VIP clients and produced custom pieces for Mahmood and Travis Scott, Rosie Lowe.
- Produced 5 London Fashion Week shows; independent shows and with Fashion East under mentorship of Lulu Kennedy and sponsorship from Manolo Blahnik & Nike.
- Grew commercial visibility leading & managing commercial strategy, with wholesale showrooms in London and Paris with British Fashion Council. Editorial visibility in British Vogue, Dazed (cover), AnOther, i-D and Highsnobiety.
- Production coordination including tech packs, range planning, and QC, working directly with London factories & international developed international supply chain across Japan, Korea and Italy.



Yang Li – Design & Atelier Assistant - London & Paris 08/2017 – 01/2018

Reference: Antia Elisa Pierobon

- Directly supporting research, design development and pattern development, for Luxury Ready-to-Wear Women's and Men's collections, across Tailoring, Woven and Jersey Categories.
- Contributing to the Atelier's development of multiple styles for RTW runway and production, from initial toile and pattern to SMS and production samples across 3 seasons.
- Sewing multiple version of toiles for styles across all woven categories, reacting to the direction and revisions from head designers, and head pattern maker.
- Sample Machinist for a number of RTW Runway show styles made in the studio Atelier.
- Worked directly with head designers and Yang Li in fittings for fit refinement and drape. Final fittings for Paris runway shows and campaign shoots.
- Conducted primary and archive research, which were modernised and interpreted to inform silhouette, construction.
- Organised fabric research and supplier samples by price and category for each collection.

Tomorrow Ltd. – Wholesale Showroom Consultant (A-COLD-WALL*) - Paris 06/2018 – 09/2018

Reference: Samuel Ross

- Presented to buyers for A-COLD-WALL*, generating €2M+ menswear and €600K+ womenswear order books, sharing product knowledge to 80+ international buyers across 2 seasons
- Worked directly with Yi Ng and Samuel Ross executing showroom merchandising across men's, women's and accessories, understanding brand positioning within different markets
- Processed 18 wholesale orders via JOOR, supporting buyer relationships across Europe, US and Asia, surpassing SS18 menswear target, securing key accounts including Antonioli (€120,000+)

EDUCATION

- MA Fashion – **Central Saint Martins, London** - 10/2018 – 04/2020 | BA Fashion – **University of East London** - 09/2014 – 06/2017
Couture Tailoring – **London College of Fashion** - 10/2017 – 11/2017

AWARDS

- **Drapers 30 Under 30** – Winner (2025) | **SRA Award for Black British Artists** – Winner (2022, 2023) | **Deutsche Bank Award for Creative Entrepreneurs** – Finalist (2021) | **Theory Scholarship Award** (FAST RETAILING Co. LTD.) – MA Fashion (2018–2020)

SKILLS

- Couture Tailoring, Moulage, Creative Pattern Cutting | Adobe Creative Suite, Photoshop, Illustrator, InDesign for design and CAD development | Tech pack development | Fabric research & sourcing (EU & Asia) | Wholesale Sales & Buyer Relations | Budget management | Leadership & Team management | Cross-functional collaboration (design, production, wholesale)