

# JENNIFER MORRIS

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## **Personal Details**

Date of Birth: 16/06/1984  
Nationality: British/Australian

## **Profile**

Through establishing my own design label I gained extensive experience in designing and developing womenswear ranges, whilst also advancing my pattern cutting and sewing skills to a professional level. Embroidery work conducted through my label has also allowed me to gain experience sourcing and liaising with hand embroidery manufacturers in India. This task also gave me the opportunity to improve my negotiation skills. I have experience sourcing fabrics and finishings from home agents and abroad. Through my degree I have also developed skills in Photoshop and Illustrator. I was elected class representative for MA Fashion Design and Technology-Womenswear. Whilst working as a production assistant for a mid-level fashion company in Australia I gained experience working with suppliers and manufacturers in China and India.

Following the completion of my Masters collection I launched my own clothing line which debuted at London Fashion Week in February 2012 in the Vauxhall Fashion Scout Exhibition space and have since presented three further collections during both London and Paris Fashion Weeks.

In October 2013 I received the Young Designer of the Year Award at the Scottish Fashion Awards.

## **Work Experience**

- September 2011 – Present: Creative Director at Jennifer Morris (London)**
- Designing full bi-annual range
  - Pattern Cutting
  - Toiling and Sampling all garments
  - Sourcing of all fabrics and trims
  - Embroidery and Print design
  - Organising all Press and Sales Management
  - Sourcing and liaising with factories in the UK and abroad
  - Creating spec sheets and technical packs
  - Developing all costings and manufacturing processes
  - Strong organisational, budget management and time-management skills
- May 2012 – Present Freelance Pattern Cutter and Seamstress**
- Working on projects commissioned by individual clients
- September 2010 – May 2012: Waitress at Pontis Italian Kitchen (London)**
- July 2009 – September 2009: Alterations Assistant at Aitken & Niven (Edinburgh)**
- altering of school uniforms
  - altering length of blazer sleeves, kilt skirts and trousers
  - attaching pocket badges
  - adhering to tight deadlines
  - various hand sewing tasks
- May 2008 – February 2009: Production Assistant at New Twist (Sydney)**
- organising and completion of technical packs
  - liaising with overseas suppliers ensuring critical deadline paths are being followed
  - organising of samples, measurements and approvals

- lab dips/strike offs
- liaising with sales and marketing to ensure maximum output
- providing fit and construction recommendations
- attending all fit sessions
- creating technical drawings
- set up and management of spec sheets
- assisting with any problems in quality control
- assisting in general design room tasks
- sourcing of fabrics and trims

**July 2006-September 2006: Internship at Gharani Strok (London)**

- retracing patterns and making pattern alterations
- making toiles from patterns
- placing embellishment designs onto pattern pieces
- checking quality control.

Throughout my school and degree studies I have undertaken a variety of part time work including Retail Advisor at River Island, Bartending at various Cocktail Bars and Waitressing. These posts have provided me with the opportunity of learning customer care, sales and team working skills.

**Education & Qualifications**

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|------------|---|
| 2009-2011  | London College of Fashion<br>MA Fashion Design and Technology (Womenswear)        |
| 2003-2007: | Edinburgh College of Art<br>BA Hon Design and Applied Arts – Fashion (Womenswear) |
| 2002-2003: | Leith School of Art<br>Foundation Art and Design Studies                          |

**Skills**

- Various levels of Womenswear design with a keen eye for detail, pattern, colour and texture
- Designing embroideries, beadwork and print patterns
- Pattern development and creative cutting
- Toiling, Sample machining and production
- Sourcing Factories, Fabrics and Trims
- Computer Literate: Microsoft Word, Excel, Photoshop, Illustrator
- Excellent hand drawing abilities
- Excellent Negotiating Skills
- Strong Communication and Team Working Skills
- Hard Working and Conscientious