

BILLY MITCHELL

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EDUCATION

UNIVERSITY OF WESTMINSTER | 2015 – 2019 | BA (Hons) Fashion Design | 1st Class Honours

EXPERIENCE

DUNHILL | January 2023 – Present

Senior Tailoring & Made-to-Measure Designer | April 2024 – Present

- Promoted to Senior Designer, entrusted with greater responsibility for shaping the creative and commercial direction of the Tailoring, Tailored Outerwear, Casualwear, Shirting & Made-to-Measure Categories.
- Continuing to elevate the product offer and drive innovation within the categories – working with consistency to further improve detail and fit to solidify the brand's position as a leader in luxury menswear.
- Expanded collaboration with vendors and Fabric Mills, in both the UK and Italy. Leading innovation in exclusive material development and construction techniques to enhance the brand's reputation for exceptional quality.
- Further strengthened partnerships with merchandising and production teams, ensuring collections are not only creatively outstanding but also commercially viable and globally relevant.
- Mentoring assistant designers and graduates, fostering a culture of creativity and precision.
- Continuing to report directly to the Creative Director, contributing to strategic decisions and ensuring that the product reflects the vision of the brand whilst remaining true to its codes and heritage.

Tailoring & Made-to-Measure Designer | January 2023 – April 2024

- Spearheaded the design and development of the Tailoring and Made-to-Measure categories, elevating the offer of coats, tailored jackets, trousers, formal shirts, and casual trousers. Setting new standards in quality, refinement and innovation.
- Played a pivotal role as Lead Designer in the relaunch of the Dunhill Made-to-Measure program, expanding its offerings to include outerwear, and casual wear, whilst also re-designing and elevating the customer facing sales tools.
- Contributed to 75% of the brand's clothing-based sales, demonstrating the impact and resonance of my designs.
- Leveraged my knowledge of garment construction and cultivated strong relationships with vendors to innovate exclusive techniques and manufacture processes, including the creation of exclusive canvas and shoulder pad constructions, ensuring the product realisation was to the highest standard.
- Partnered closely with cross-functional teams, particularly merchandising, to align my designs with business goals and regional needs, delivering collections that balance artistic ambition with commercial success.
- Maintained a direct and collaborative relationship with the Creative Director, ensuring that the brand's identity and vision remained at the forefront of my designs.
- Continuously collaborating with Alfred Dunhill Bespoke team, upholding uncompromising standards of quality and aesthetic cohesion across the entire business, creating a seamless and inspiring customer experience.

BURBERRY | January 2020 – January 2023

MW Assistant Designer Tailoring, Shirts & Casual Trousers | March 2021 – January 2023

- Served as the sole tailoring & woven designer on the MW Pre-Collection team, leading the design and delivery of an average of 100 Styles per season.
- Designed and executed high-profile collaborations and capsule collections including Burberry x Supreme and TB Monogram, showcasing versatility and creative innovation.
- Successfully managed and mentored a graduate designer to support me with day-to-day design tasks and product launches.
- Led the launch of core tailoring for the brand in Winter 22, revitalizing the category and elevating its market presence.

- Working in close partnership with Product Development and Merchandising teams to create collections that meet business targets for quality and price, whilst ensuring this did not compromise the Creative Director's vision for the product.
- Collaborated with reputable British Mills to design and develop exclusive cloths, re-enforcing the brand's commitment to heritage craftsmanship and innovation.
- Achieved remarkable commercial results, with tailoring witnessing a 25% increase in week-on-week sales versus the previous year once the product landed in stores. Additionally, the shirting and wovens business showed consistent growth, reflecting the impact of my designs on the brand's performance.

MW Pre-Collection Outerwear Design Assistant | January 2020 – March 2021

- Designed and developed: Winter 20, Spring 21, Autumn 21 and capsule collections.
- Conducted in-depth niche research into stories and garments, translating unique concepts into compelling and commercially viable designs.
- Crafted designs that aligned with storytelling themes, while adhering to the range plan's capabilities and constraints.
- Independently managed the launch and fitting of garment samples, overseeing the process from initial concept through post-production to ensure the highest quality output.
- Created digital renders and physical mock-ups of research garments facilitating smooth handover and development of designs.
- Played a key role in fabric and trim selection, ensuring materials reflected the desired aesthetic, performance, and quality for each collection.

PINK Shirtmakers London | RTW Design Assistant (Internship) | April 2018 – September 2018

- Working closely with Creative Director John Ray to re-develop the brand to a new level, aligning it within the LVMH group, re-launched globally November 2018.
- Assisting all designers with sketches and colourations.
- Producing research and designs for independent projects set by Creative Director.
- Designing and following through a bespoke project for a VIP.
- Assisting fittings across all design categories.

GIVENCHY PARIS | MRTW Podium Design Intern | October 2017 – April 2018

- Worked on; FW18 Showroom, FW18 Runway & SS19 Haute Couture collections.
- Researching in depth themes for future collections and documenting my findings.
- Creating garment designs and fabrication artwork from my research using CAD.
- Communicating and liaising with staff and suppliers.
- Producing digital renders of research garments for development.
- Designing for 3 collections simultaneously including Men's Haute Couture and special projects.

AGI & SAM | Studio Intern | AW17 Collection | December 2016 – February 2017

- Assisted studio manager with general studio organisation.
- Manufacturing precise samples for collection production.
- Liaising with both designers when making decisions on trimmings.
- Creating and Finishing patterns to factory standard for collection production.
- Communicating professionally with the studio team and suppliers.
- Visiting suppliers to pick up materials and equipment.
- Assisted and was involved in decision making on material and fabrication.

SKILLS

- Designer with experience in; Luxury RTW, Haute Couture, Outerwear, Tailoring, Shirting and Casual Pants.
- Experienced with working in collaboration with a merchandising team to ensure the needs of the business are met.
- Extremely confident using digital design software including, Adobe Illustrator, Photoshop and InDesign.
- Good Knowledge of fabric, weaves, compositions and vendors.
- Excellent attention to detail and perfection.
- Strong understanding of embroidery and print techniques.
- Confident communicator, good at ensuring smooth liaison between clients and suppliers.
- Ability to manage, delegate and distribute work to assistants efficiently.