

EMMA BLYTHE

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EDUCATION

Royal College of Art 2019-2021

MA Fashion: Menswear

UAL: Central Saint Martins 2017-2018

Graduate Diploma in Fashion

Marist College 2013-2017

BA in Fashion Design with Minors in Fashion Merchandising and Product Development

SKILLS

Pattern Cutting and Sewing | Garment Fitting | Visual Research | Writing | Visual Communication | Presentations | Teamwork and Community Building | Event Planning | Social Media Management | Content Creation | Team Leadership | Analytical Self Reflection | Adobe Creative Suite | Premiere Pro | Illustrator | Capcut | Photoshop | Styling |

EXPERIENCE

Founder and Designer: EMMA BLYTHE 2022-Present

- Established upcycled, gender fluid label specializing in upcycled demi-couture and Ready to Wear capsule collections
- Presented on the LFW digital schedule Sept. 2023
- Stocked in various retail channels in the UK, Europe, USA, and Korea
- Leads in merchandising and marketing current and upcoming collections via photoshoot planning and production, while collaborating with local creatives to create photo and video based content

Content Producer: Freelance 2020-Present

- Working on a project-to-project basis to create short and long video content for international publications and luxury fashion houses
- Works alongside creative directors and photographers to create editorial video for social media (tiktok and instagram) and websites
- Directs, shoots, and edits all content to create engaging content to match brand DNA and overall visual direction of the shoot

Digital and Shop Assitant: DOGSNUG 2021-2023

- Worked with company owner to manage social media and ecommerce platforms to keep an up to date digital storefront with updated products
- Coordinated social media content to facilitate sales in store and online

Studio Manager and Design Assitant: Daniel w. Fletcher 2019-2020

- Assisted with the sampling and development of upcoming collection pieces
- Coordinated with local factories to oversee production of RTW garments
- Managed design studio to ensure proper workflow and organization depending on daily tasks
- Pattern cutting, and fitting of new concepts made alongside creative director

Technical Design Intern: The Row

- Liason between in house design team and local factories to ensure quality
- Managed and updates tech packs and garment specifications for past and upcoming seasons while sourcing trims for runway samples and organizing showroom

AWARDS AND CERTIFICATIONS

- BFC DiscoveryLAB 2023
- Logitech x CERN x RCA Grand Challenge Finalist
- CFDA+ Graduate 2017
- CFDA portfolio scholarship 2016
- Fundamentals of Digital Marketing: Google Course
- How to Make Instagram Content Stand Out: Meta Blueprint Course
- Digital Advertising Training: Hubspot