

C H R I S M O S S O M

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Kent and Curwen | Senior Designer

June 2019 – Current

Senior Designer, heading the design UK and Hong based design teams and product development across all categories for the English heritage brand.

- Managing the design team (UK and Hong Kong) and leading collection development under the Creative Direction of Daniel Kearns and David Beckham.
- Liaising with Asia buying teams UK sales teams and European sales agents to formulate collection plans for seasonal lines and in line with global needs.
- Co- concept developing with the Creative Director, creating seasonal colour palettes and phased collection stories as part of seasonal drops to deliver continuous seasonal newness.
- Sourcing fabrics and supply bases where needed to deliver on brand product or drive new category areas.
- Leading fit meetings and product development via technical development and quality teams.
- Managing development of all product categories and brand collaborations from Outerwear; Knitwear; Leather; accessories and footwear categories.
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MR Porter & The Idle Man | Design Consultant

August 2017 – May 2019

Design Consultant for Mr. P the Private label collection for luxury online retailer Mr. Porter, in addition Idle Man, the contemporary own label collection for The Idle Man.

- Designing across all product categories including technical outerwear, leather and knitted categories.
- Concept building as part of developing collection concepts and seasonal colour palettes to inform collection direction.
- Analyzing brand sales in order to construct commercial range plans and establish key growth opportunities.
- Leading fit meetings and supplier comments as part of delivering sales samples.
- Further developing collection aspects to deliver a more impactful collection season on season – adding technical innovation across outerwear categories.
- Working with relevant teams across the brand to establish strengths and weaknesses and introducing new factories in line with new collection demands.
- Delivery of design ideas through to technical design packs to lead development of product through a European supply base.
- Sourcing and developing fabrics in line with collection and price architecture, leading fittings as part of product development.
- Working in collaboration with creative, communications and styling teams to establish brand visual guidelines and compelling brand photography concepts.

PINK (LVMH) | Head of Design

September 2015 – August 2017

Leading product evolution towards a global re-launch as part of the labels move toward becoming a luxury lifestyle brand. Driving forward the redevelopment of branding assets, concept developing collection in line with company strategy.

- Managing design studio, product development team and technical/QA team.
- Creating seasonal concepts, setting colour direction and driving fabric selection in line with new elevated more lifestyle focused collection.
- Coordinating design critical path to ensure timely delivery of collection and brand visuals against brand/fashion calendar.
- Supporting Design Director in working with marketing and PR teams to redefine seasonal imagery, art directing photography, casting models and coordinating shoot teams.
- Managing design critical path to ensure timely delivery of collection sales samples and brand visuals.

- Working with external and internal branding teams as part of redeveloping brand assets in line with rebrand.
- Redeveloping the Womenswear collection in order to further enhance brands lifestyle sensibility and create commercial opportunity (29% of Menswear sales are purchased by female customers –a key potential customer base)
- Working with merchandising and buying teams to establish range plans and retail hierarchy to assure retail costs and key categories are brand aligned.
- Driving sourcing supply base strategy to meet the needs of evolving collection. Working with a supply chain throughout Europe, UK and Asia.
- Adding innovation to progress and grow outerwear category, introducing technical elements: - seam welding, laser cutting and latex bonding to rainwear as well as redefining traditional and tailored outerwear areas.
- Sourcing supply base across fabric and factories in line with new product direction across outerwear categories and tailoring.
- Sourcing and developing brand exclusive fabrics in collaboration with UK and Italian mills as part of seasonal concept.
- Collating a working design archive of vintage garments as part of building the brands heritage sensibility.
- Driving sourcing supply base strategy to meet the needs of an evolving collection. Working with a supply chain throughout Europe, UK and Asia.
- International travel as part of research and development through out, America, Asia, and Europe. Including seasonal trade shows (Milano Unica, Premiere Vision, Idea Biella, Pitti Filati, Pitti Uomo)
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FREELANCE CONSULTANT
October 2010 – November 2015

FRED PERRY | Design Consultant

Working with the iconic British heritage Sportswear brand to further develop its main lines, special projects and collaborations.

- Creating concept development via archive and market driven research in order to further opportunity within the core and Laurel collections.
- Driving collaboration and synergy between the UK and Japanese teams as part of further developing supply relationships in order to create further opportunity and add innovation across key collection areas -introducing 'performance' attributes to outerwear in line with the labels sportswear heritage.
- Identifying new collection opportunities and driving idea development –put in place a critical thinking design away day as part of seasonal strategy.
- Driving product exclusives in order to create marketing opportunity across global markets and wholesale accounts.
- Leading seasonal research as part of developing seasonal concepts and fabric development.
- Developing product directly with factories throughout the UK, Portugal, Italy, Japan and China.
- Analyzing seasonal sales reports and driving competitor research in order to foresee product opportunities as part of range plan building.

PRIVATE WHITE VC | Design Consultant

Design consultant to the military-influenced British lifestyle label, working directly with brand Owner and Creative Director.

- Leading the brands collection and concept development across Men's, Women's and Accessories toward being a full lifestyle offer; evolving the collection from being a purely outerwear driven label.
- Evolving the outerwear segment to create definitive brand handwriting, which was relevant at yet still informed by Military influences.
- Developing design concepts, collating research imagery and inspiration focused vintage samples.
- Designing and product developing across all collection areas for Menswear, Womenswear and soft accessories.
- Leading development team as part of driving new collection product areas –knitwear, Jersey leather and shirting, via a UK and European supply base.
- Leading garment fit meetings at sample development leading to Final salesman samples..
- Managing development of all outerwear produced in the founding Manchester-based factory in which the label was established.
- Developing the brands signature details and trims to give it a defined and recognizable brand handwriting.
- Working with visual communications team, art director and store design partners.
- Partnering with UK mills to develop brand exclusive fabrics and technical finishes to give the outerwear added value and functionality.

GARDEROBE | Own Label

September 2011 – August 2013

A contemporary luxury lifestyle collection. Delivering an uncompromising accessible wardrobe collection across key product areas. Produced in UK, Italy and Portugal.

- Selected by the British Fashion Council to take part in London Collections: MEN as part of the contemporary designer showcase.
- Working with innovative finishing and manufacturing techniques such as laser cutting, heat welding and seam sealing to produce innovative, functional and convertible design pieces.
- Driving all creative and commercial aspects of the label: Concept building, designing, developing and Art Directing of all branding campaigns and Look-Books as well as coordinating and managing shoot teams.
- Sourcing and managing supply base, warehousing and operations side of business.
- Presented and sold the collection at both Capsule Paris and New York, selling via wholesale accounts across UK, Europe and New York.

PRINGLE | Design Consultant

Worked closely with the Design Director as part of developing collection concepts and range design as part of the catwalk Milan runway presentations. Built collection concepts and ideas developed from first hand and brand archive research, managing creative process and developing design ideas into comprehensive technical packs as well as developing exclusive season fabric with European mills. Worked directly with factories, mills and spinners across the United Kingdom and Italy to develop woven and knitted styles from idea to final commercial samples.

McQ | Design Consultant

Working with the diffusion label as the chief design lead with the focus of re-launching the collection as part of the reacquisition of the label by the Gucci (Kering) group. Reporting directly to the Creative Director: Building the street-wear driven label to an already established creative brief. Designing and developing full apparel range, managing development of samples directly with supply base. Creating detailed technical packs and working with external pattern cutting team and European supply chain to deliver brands wholesale collection in line business calendar.

ASOS | Senior Designer Menswear and Accessories

October 2007 – November 2010

Establishing and leading special projects as part of the business' premium experience; 'Black' label-the concept driven line, and Best of British campaign, designing and managing the collaboration between British brands Mackintosh, Trickers, John Smedley, Drakes, Gloverall and Corgi. Travelled extensively to New York, LA, Tokyo Europe and Asia as part of seasonal research/product development collection briefing to international marketing and communications teams. Closely working in collaboration with PR and marketing teams to deliver campaigns and press show concepts.

JAEGER | Menswear Designer

June 2004 – September 2007

Joining the British Heritage label on graduating. Leading the design function across all apparel and accessory product areas as part of a small design team, delivering both the mainline and 'London' lines. Working across all product areas, designing and developing both Men's and Women's Outerwear and formal outerwear and tailoring. Leading creative development of Jaeger London and Jaeger 'Black' including branding development. Working closely with marketing and PR to deliver impactful brand communication and seasonal imagery.

EDUCATION

- BA Hons in Fashion Design, Northumbria University
- BTEC National Diploma in Fashion Design.
- 'A' at A-level Fashion and textiles.

REFERENCES AVAILABLE ON REQUEST