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### *My Profile:*

Having graduated from Central St Martins with a 1st in fashion design I opened my own boutique, 'Garden', creating a successful retail brand with a national reputation, a Brighton outlet, and an e-commerce site. My business has given me a broad experience of the fashion industry and detailed knowledge of independent retail. The boutique went solely on-line in March 2006, selling exclusive jewellery. I am currently working as a freelance fashion journalist and consultant.

### *Professional:*

#### **Current: Creative Editor – Lovebox magazine**

I work with the Lovebox team and Warwick agency to produce the Lovebox magazine, a music / fashion / culture publication linked to the Lovebox Festival on Victoria Park. This has a circulation of 50k Londonwide.

#### **Current: Trend forecaster – View2, the international trend bible for youth / sports retailers.**

Every season I produce cultural, street and retail trend reports including photography and text for View2.

#### **2008: Design consultant – Kickers / Groove Armada Sound of Style Project**

I was asked by Groove Armada to design a pair of Kick-Hi boots as part of the Kickers Sound Of Style collaboration. The boots are on sale nationwide and have been featured in the national style press.

#### **2007-2008: Fashion Journalist for WARL agency (Tesco Fashion File)**

I devised and wrote monthly trend-led fashion file e-mails that were sent out to their on-line database of over 100,000 customers, as part of Tesco's major on-line clothing launch.

#### **2006-7: Fashion Journalist and stylist – MediaLab / Insight City News**

I devised, styled and wrote the fashion pages, plus travel articles for both Hotel du Vin and Malmaison Group boutique hotels guest magazines. I also wrote regular fashion features for Insight City News, a re-launched Sussex newspaper.

#### **August 2001 to date: Director, Garden Boutique [www.garden-boutique.com](http://www.garden-boutique.com)**

Garden grew from a small, Brighton boutique into a well-known brand, selected by Voque in 2004 as one of the top 5 UK independent boutiques. This has provided me with hands-on management level experience of all aspects of the business, for example:

- The creation of a detailed 5 year business plan.
- Senior buying with top designer brands like Sonia Rykiel and DVF.
- The execution of a local and national PR, Advertising and Marketing strategy.
- The design and development of a complementary on-line boutique.

I now run all aspects of the on-line boutique.



**2006: Consulting for fashion label – Britta Boyer**

I advised and helped to execute the launch of Britta Boyer's new 'Butik' (younger end) and 'Britta Boyer' (higher end designer) labels, which won the Whistles New Designer Award at PROFILE.

**Various 2004: Styling, freelance**

I have styled complete wardrobes for the two main members of Groove Armada (Band / DJs) and worked on styling ideas for Supernanny (Ricochet South, Channel 4).

**2000 to date: Designing own collections**

I created a capsule collection to sell in Garden boutique, which sold out.

**August 1996 to August 1998: Special Projects Account Manager Haymarket Publishing**

**August 1994 to August 1996: Account Manager Fuglers Advertising**

*Education:*

**September 1998 to June 2001: Central St Martins College of Art and Design –**  
*1st Class Degree in Fashion Design (Menswear with Womenswear option)*

**September 1991 to 1994: Manchester University –**  
*2:1 Degree in Combined Studies (English / Social Sciences)*

**1985 to 1991: James Gillespies High School, Edinburgh**  
*A Levels – Art A      English B      History C*  
*Highers – 5 Highers, 4 A grades, 1 B grade*  
*8 GCSE and O Grades, 7 A grades, 1 B grade*

*Other Interests:*

Voluntary work for WVSO in Brighton and volunteer art teaching at my son's infant school.

References available on application.