

CLAUDIA RESSLER

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Profile

I am a recent graduate of BA (Hons) Fashion Retail Management at Birmingham City University (formerly UCE). This course has taught me a range of skills from working within a team and being flexible, to interacting with fellow peers and professionals in the industry. The course has enhanced my communication skills, creative presentations and awareness of future trends with fashion business objectives to prepare myself for a career in fashion buying.

Education and Qualifications

BA (Hons) Fashion Retail Management

2005- 2008

Birmingham City University

Fashion Retail Management was designed to broaden the options between fashion interest with business and management skills. Some modules include:

- **Final Major Project - Ecouture Café exclusively at Selfridges**
Writing a 9,000-word business report along with producing visual plans to prove that an ethical fashion café would work for Selfridges, and be right for today's market. My project was nominated for the Creative Marketing Award at Graduate Fashion Week 2008.
- **Buying**
Planning to buy a 12 piece capsule range for Next Retail and producing range plans along with a report and PowerPoint presentation.
- **Marketing**
 - Examining an international designers approach to marketing theories and the 7 P's, then delivering the approaches and practices in a PowerPoint presentation.
- **Forecasting**
 - Looking at world events to come up with a zeitgeist of the times in order to produce a forecasting package for womenswear Spring/ Summer 2008.
- **Visual Merchandising**
 - Working within groups to design window displays for the menswear Harvey Nichols consumer and producing sufficient research and display tools (concept boards) to convey our ideas to the Manager of Harvey Nichols Birmingham.
- **Event Management**
 - Working in groups to plan a charity event to raise awareness for Fairtrade. This module involved sourcing sponsorships and organising budgets. My group was voted for having the best concept by a buyer from Claire's Accessories.

AVCE: Art and Design: BB

2002-2004

J.F.S School, Kenton, London

Modules included: Fine Art, Photography, Graphics and 3D Design

8 GCSEs including:

2000-2002

Maths: A, Religious Studies: A, English Literature: A, Art: B, English Language: C.

J.F.S School, Kenton, London

Work Experience

Matthew Williamson (Head Office) Hertford Street, London

May- June 2007

- Contributing to archiving 10 years of Matthew's clothing, featured in Oct 07 Vogue
- Working with the creative art director on mood boards, that were exhibited at the Design Museum for Matthew's decade in fashion
- Designing a page on behalf of Matthew for '100 years of the V&A' book
- Organising the visual merchandising at the flagship store on Bruton Street
- Advising customers on style advice and the latest trends within the flagship store
- Assisting the production department with placing, processing and chasing orders
- Designing the range plans for Spring/ Summer 2008 with details on quantities and costs

Employment

Focus4People Market Research Recruitment Company, Hertfordshire

April 2006- Current (Part Time)

- Conducting market research focus groups
- Imputing and analysing data in programs such as Excel after a focus group has taken place
- Designing the graphics for the market research website
- Recruiting people to fill the right criteria for focus groups, some clients include Arcadia and River Island

Next Retail Ltd (Merit Sales consultant) Borehamwood branch

July 2002- September 2006

- Involved in the launch of new Next concept store in Haringey and being responsible for visual merchandising the childrenswear department as well as regularly visual merchandising in my own store
- Managing a floor space within the store and directing and advising other staff
- Customer service including style advice
- The responsibility of training new members of staff
- Till Work including cashing up

Skills and Interests

- Full Driving licence.
- Experience of a range of word processing, spreadsheets and database programs including Excel, PowerPoint and Publisher.
- Fully confident in photo manipulation, illustration and design layout in programs ranging from Adobe Photoshop, Illustrator to Corel Draw.

Referees

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