

# Gemma Williams

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As a fresh university graduate I have obtained two work experience placements at major competitive retailers, developing a strong knowledge of the role of a buyer, acquiring a broad range of skills. I also have three years retail experience working as part of a cohesive team as an articulate and adaptable team player.

## Education

BA (Hons) Fashion Design with Retail Management  
Birmingham City University

September

05 - June 08

The first two years of this course were design-based, focusing on the creativity of design and allowing me to explore and develop my own creative ideas, though practical-based projects.

The final year combined both creation and innovation focusing on theoretical and written based projects.

## Areas covered:

**Buying** - Working within a group to create a buying team. Each individual is given a garment to buy for a company created by the group.

**Visual Merchandising** - Creative project working in collaboration with Harvey Nichols, designing a visual merchandising scheme for their Birmingham store.

**Pattern Cutting** - Learning the technical skills needed to cut patterns.

**Styling** - Researching and organizing a styling shoot.

**Trend Prediction** - Researching current and future trends to analyze and design our own trend predictions for the following season.

**Design** - Researching, designing and making our own collections.

**Marketing** - Researching the principles of marketing.

**Innovation** - Our final major project involved the design and development of a new product for the fashion industry. This involved in-depth consumer and market research, obtaining industry interest for the designed product. Designing the visual and theoretical outcomes.

Foundation Course - Art and Design

Birmingham City University  
September 03 - June 04

Level: Merit

GCSE's and A-Levels

September 96 - June 02

5 GCSE's - Art, Drama, English, Maths, Science

Level: A - C

4 A-Levels - Business Studies, Art, General Studies, Drama

Level: A - C

The Arthur Terry School - Four Oaks, Birmingham

## Experience:

### Topman (suits)

Role: Work experience placement - Buying

Date:

12th - 25th August 07

Topman is one of the largest fashion retailers in the UK, offering both their own labels as well as stocking products from smaller less established brands.

Role Included:

Contributing in fit session - Attending the fitting of garment sample meeting. Taking down notes of any changes that need to be made to the garment specifications.

Contacting Suppliers - Contacting suppliers regarding samples, and emailing alterations.

Taking notes in meetings - Attending buying meeting alongside the head buyer, including sampling, selections and range building.

Organizing colour charts - Correcting colour charts sent by suppliers to ensure that the garments are commissioned in the correct colours, evaluating any discrepancies with suppliers.

Editing critical path - Entering missing dates from the critical path spreadsheet.

### George (essentials)

Role: Work experience placement - Buying

Date: 04th

- 29th July 07

George is a reputable clothing range within ASDA Wal-Mart stores. They aim to offer customers high fashion at affordable prices.

Role Included:

Assisting in range building - Taking minutes in range building meetings.

Inputting sell thru figures - Inputting sell thru figures ready for best seller meetings held weekly, to enable the team to understand which products are selling and not selling.

Checking off Gold Seals - Ensuring the final samples sent by suppliers are labelled and seam correctly.

Contacting suppliers - Contacting suppliers with any discrepancies found while checking off gold seals.

Completing design packs - Adding additional information to collection design packs which contain all of the visual information regarding the collection.

Organising racking - Organising the racking that holds all of the sample stock.

## Monsoon/Accessorize

Role: Sales assistant

Date: February 02 - May 05

Monsoon is a well established high end retail clothing company.

Accessorize is a sister company to

Monsoon, specialising in jewellery and other accessories.

Role Included:

Working 1 to 1 with customers - Ensuring individual customers are making the best purchase for their needs.

Organising deliveries - Checking off deliveries, ensuring the rights stock has been delivered and placed on the shop floor correctly.

Stock taking - Organising the stock at front and back of house to make sure the store has all the correct stock issued to the store.

Helping to train new staff - Training any new staff through deliveries, till training and running through the general management of the shop floor.

Visual merchandising - Helping merchandise the store both inside and within the external windows.

### Other Skills:

Full British driving license

Computer skills - Excel, Word, PowerPoint, Photoshop

References: Available on request