

Harriette Cates

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I am currently a final year BA (Hons) Fashion Retail Management student. The projects throughout the course have developed my presentation skills, team working and has enabled me to develop CAD skills in Photoshop and Illustrator. My final project is based on a visual merchandising concept for the Tesco clothing range to improve my skills and knowledge of the role of a visual merchandiser in order to pursue a career in visual merchandising.

Education

BA (Hons) Fashion Retail Management **2005 - Present**

Birmingham City University

Combining creative fashion design ability with business and management skills.

- **Visual Display and Merchandising**

Aimed at understanding the theory and practise of visual merchandising, product promotion and interior display.

- Designing a range of displays for Harvey Nichols store windows
- Market research for current trends in window display and research into future trends
- Gaining a thorough understanding of the Harvey Nichols brand
- Exploring a range of techniques to put together the window display
- Producing a model of the final window to show the chosen concept

- **Principles of Buying**

Designed to give an understanding of the fundamental practises of buying and retailing.

- Working in groups as a buying team each responsible for researching and designing an item of clothing
- Including market research, customer research and trend research in order to develop the most appropriate garment
- Presenting the range of clothing as a professional buying team

- **Final Major Project**

To identify and produce a final solution aimed at a specific aspect of the fashion industry.

- Producing an 8000 word dissertation with creative out come
- Developing a visual merchandising concept for the Tesco clothing range to make it more visually appealing
- Conducting in depth research to establish the problem and target customer needs
- Designing a window display and in store layout with detailed time plan and budget considerations

A-Levels:

- 2 grade **A** (Art & Communication Studies)
- 2 grade **C** (English & General Studies)

AS-Levels:

- 1 grade **B** (Psychology)

GCSE's:

- 10 A*- C** (English and Mathematics – B, B)

Employment

Fashion Buying Assistant – Work Experience 2007

June – Aug

Ideal Shopping Direct Plc, Peterborough

(Sells a wide range of products on the shopping channel Ideal World)

- Working as part of the buying completing tasks to a tight schedule making sure the live shows are ready on time
- Entering running orders for the live shows onto the intranet
- Preparing for the shows by organising the sample garments into the correct order and sizes for the model
- Measuring sample garments and updating product information on the I cards for the website
- Talking through the key details of the garments with the buyer and presenter to prepare them for the live show
- Working with the model during the prerecording to make sure the garments are handed to the model in the correct order, size and colour way
- Communicating with other departments, including merchandisers, producers, presenters and sample coordination

Office Assistant – Paid holiday work August 2006

Professional Barrier Systems Ltd, Peterborough

- Creating a database of addresses
- Communicating with clients via email and telephone

Other Achievements & Skills

Jewellery Designer

2000 - 2004

Designed and made my own range of jewellery out of polymer clay, which was sold at school fetes which involved market research and adapting designs to fit the changing seasons.

Fashion Drawing Summer School

July 2006

Attended a fashion drawing summer school at Central St Martin's College of Art & Design in order to improve my drawing skills.

Computer Skills

Fully competent with Microsoft Word, Excel, PowerPoint and Outlook.
CAD skills in Adobe Photoshop and Illustrator.

Referees

Jane Sarkar (Course Director)
BIAD
Birmingham City University
Corporation Street
Birmingham
B4 7DX

Sam Thomas (Fashion Buyer)
Ideal Shopping Direct Plc
Ideal Home House
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