

Helen Townsend

Flat D
51 Sheen Rd
Richmond
London
TW9 1YH
Helen.townsend@hotmail.co.uk

I am a final year student, graduating this summer in Fashion with Retail Management at Birmingham University. My university course and work experience in fashion PR and womenswear buying, has given me the right people skills, the business acumen and the ambitious drive needed to launch my future career in retail. To have the opportunity within a luxury/ designer brand to put my knowledge of fashion and retail to good use will be an exciting challenge for me.

Education

BA (Hons) Fashion with Retail Management- Birmingham City University (Sept 2005- June 2008)

This has included the following modules:

- **Visual Merchandising**

This project involved working with Harvey Nichols, whereby I worked in a team to create a new visual merchandising concept to appeal to the brands consumer. Outcomes included concept boards, reports, models and final presentations.

- **Marketing**

Within this module I developed my knowledge of the principles of marketing in which I applied to a clothing range I designed for a concession to sit within a luxury brand.

- **Pattern Cutting & Manufacturing Techniques.**

Throughout this assignment I designed many garments which I developed into patterns. From this I learnt garment construction and an awareness of fabric qualities.

- **Fashion Buying**

I have produced a number of extensive buying reports that have included trend prediction, competitive shops and the sourcing of suppliers/ mills for fabrics.

- **Styling**

For a styling project I directed a photo shoot within a Birmingham nightclub. I liaised with models, photographers, make up artists and hairdressers to create an image for a fashion magazine.

- **Fashion Prediction**

During this brief I researched lifestyle trends within society and how they were affecting the fashion industry as well as developing my knowledge through trend prediction companies like WGSN.

- **Final Major**

The subject issue is the lack of tools and information to complement women's dress within Next. As a result I designed style guidelines and a visual merchandising campaign to be launched within the brand, including a 21,000 word dissertation, numerous graphics and a stand at London Graduate Fashion Week.

English Martyrs Catholic School- Leicester (1998- 2005)

3 A-Levels in Geography, Fine Art & Design Technology & **11 GSCE's** at grade A*-C including English, Maths & Science.

Work Experience

Next Womenswear Buying Department- Next Headquarters Enderby, Leicestershire

(Jul- Aug 2007)

Two months voluntary work placements I gained experience in all areas of the buying department. Daily Tasks included:

- Using buyers range plan
- Participating in fittings
- Copy checking Next Directory
- Fabric checks
- Attending selection meetings
- Producing PDF forms

Furore PR- A PR company in Birmingham with Fashion/ Beauty clientele

(April- June 2007)

Volunteered to work three months gaining experience in Fashion promotions. This involved:

- Assisting the Director
- Organizing meetings with clients
- Writing & distributing press releases
- Ensuring all garments were sent to photo shoots
- Created a structured daily/ weekly plan for the team

Employment

Pitcher & Piano Bar & Restaurant, Birmingham City Centre- Supervisor

(Sept 2006- Dec 2007)

Worked part time whilst doing my degree. This position has enabled me to develop my personal skills through:

- Working under pressure at busy times
- Excellent communication skills through dealing with a wide variety of people from head office management to drunken customers
- Effective team working to achieve the high standard of service and maintaining the appearance of the bar

Other Skills

Full driving license

IT Skills including- Buyers range plan, PDF Forms, Spreadsheets and Photoshop

Health and safety certificate

References

Emma Forbes
Next Head Buyer
Womenswear Department
Next Headquarters
Enderby
Leicester
Emma_forbes@next.co.uk

Jane Sarkar
Course Director
Retail Management
Birmingham City University
Jane.Sarkar@birminghamcity.ac.uk