

Natasha Thirlby

24 George Road, Selly Oak, Birmingham, B29 6AH

+44 (0) 7881440305

tasha_thirlby@hotmail.com

Personal Profile:

I'm a final year student at Birmingham City University, studying Fashion Retail Management. I intend to pursue a career in visual merchandising having explored aspects of the job role through my degree. I hope to achieve a position which will allow me to fully explore and implement my own creativity. I have a respect for companies with a strong sense of individuality and purpose, and that recognise important current issues such as climate change.

Qualifications:

Birmingham City University (Formerly The University of Central England) 2005 to date.

BA Hons Fashion Retail Management

Modules studied to date include:

- **Buying and Merchandising** *Producing a range plan of 12 garments for Autumn/Winter 06/07 on a chosen fashion retailer after comprehensive study of the company.*
- **Fashion Forecasting** *Forecasting and producing 'fashion stories' for Spring/Summer 07 based on analytical study of emerging trends.*
- **Marketing** *A detailed look at one chosen designers (Issey Miyake) marketing techniques.*
- **Visual Merchandising for Harvey Nichols** *Designing menswear window displays for Harvey Nichols in London as part of a team. Instructed to incorporate elements of recycling and sustainability into the design, as well as detailing which brands and items to display. Presented to the Store Manager of Harvey Nichols in Birmingham. Produced concept boards and models of windows.*
- **Human Resource Management** *A study of Human Resource Management practices and techniques within an organisation assessed by a written report in a timed exam.*
- **History Of Style** *- a comprehensive study of one chosen fashion era, detailing the prominent social and economical influences on the styles. Assessed by a verbal and PowerPoint presentation*
- **Product Development** *A team project working under the brief 'the perfumed foot' to develop a product for sports brand New Balance. Part of the winning group of three for the project 'NB X Molecule 01'. Designed a limited edition trainer incorporating a scented lining. Thoroughly researched target market, pricing and advertising techniques. Assessed by reports, research files and a verbal presentation in front of Industry representatives including New Balance employees.*
- **International Retailing** *An investigation into the International market place, focusing on a chosen brand (Mexx) and its country of origin (The Netherlands). Assessed by written case studies, concept boards, research files and a verbal and PowerPoint presentation.*
- **Event Management** *A module focused on gaining organisational skills by creating an event to raise money and awareness for a chosen charity (TRAID). All aspects of the event were considered and researched including venue, refreshments and entertainment.*
- **Strategic Management** *A module focused on the practice and implementations of strategic management within companies. Assessed by a written report.*
- **Final Major Project** *- My own original concept. Inspired by the effects of climate change on the fashion industry, the rise of fast-fashion and the importance of being green. Entitled 'Acclimatised', I aim to create a new retail concept, combining a unique selling space with a range of transeasonal clothing in a bid to help combat the effects of climate change.*

- **Cedars Upper School** 3 A Levels - June 2005 (Theatre Studies B, English Language C, Religious Studies C)

- **Aylesbury High School** 9 GCSEs June 2003 (Including English Language A, English Literature A, Drama A, Spanish B, Religious Studies B)

Employment:

BHS Milton Keynes Lingerie Department

Summer 2005

- Till Operation
- Customer Service and Interaction
- Promoting company goals such as the BHS Gold Card

Work Experience:

Urban Outfitters, Birmingham

May/June 2007

- 6 Weeks of work experience
- Assisted the head Visual Merchandising manager
- Assembling displays & painting fixtures
- Shop floor work
- Assisted with deliveries
- Carried out Head Office instructions
- Liaised with management
- Advised customers
- Represented company whilst sent on errands
- Dressing and accessorising mannequins either to specification or personal choice

Earth Gift and Home ware shop

Since 2004 & ongoing

- Serving and advising customers
- Taking deliveries
- Aiding store layout and visual merchandising
- Visiting wholesalers

Voluntary commitments:

Involvement with several extra curricular activities during college:

- Responsible for organising and running a drama group for younger years
- Worked in a team for a voluntary project involving mentoring younger students in association with 'millennium volunteers' and social workers from the community
- Head of make-up for theatre, responsible for buying supplies, applying make up and coordinating a team of students

Additional Skills:

- Computer literate (Adept at using Microsoft Office, PowerPoint, Excel, Publisher, PhotoShop and other programs)
- Full Driving Licence

References:

Jane Sarkar
Fashion Retail Management
Birmingham Institute of Art and Design
Gosta Green
Corporation Street
Birmingham
B4 7DX

Lingerie Manager
BHS
Milton Keynes
116 Silbury Arcade
Secklow Gate
East Buckinghamshire