

Nicole Woodhouse

Contact Address: 24 George Road,
Selly Oak, Birmingham, B29 6AH
Email Address: nicole2807@hotmail.co.uk
Phone Number: 07825709187

PERSONAL PROFILE

I am currently in my final year of University, studying Fashion Retail Management. Modules studied on this course require both working upon your own initiative and as part of a team, and it is this work which has led me to become self motivated, able to quickly absorb and assess information and be a good decision maker. I have great enthusiasm for the fashion industry and my studies, job and work placements have led me to develop a keen interest in Buying, and it is my long term career ambition to work my way up the fashion buying ladder.

EDUCATION

BA (Hons) Fashion Retail Management 2005 +
Birmingham City University, Birmingham

Fashion Retail Management is the combination of creative fashion ability with business and management skills; it requires innovation and design, technical ability, and an awareness of future trends and business objectives.

- **Fashion Buying and Merchandising:** A study into an independent store, through understanding the company, their philosophies and customer requirements, as well as fashion trends, a 12 piece Range Plan was developed and displayed through the use of **Mood Boards**.
- **Fashion Forecasting:** Development of 4 key trends predicted for Spring Summer 2008, these were created through in depth research into lifestyle, past and future fashion trends, and PEST analysis. All information gathered was analysed and put into **Research Files**.
- **Visual Merchandising:** A team project for Harvey Nichols, designing the window and in store displays for their London & Birmingham stores, under the theme of Eco Action Man. **Photoshop** was utilised for the construction of these displays.
- **Product Development:** In collaboration with New Balance, the design of a product to eliminate foot odour in their footwear. This involved looking into how the product would be packaged and promoted, and included making a television advert, which featured in the final **PowerPoint presentation**.
- **Event Management:** A group project, to develop and organise an event to raise awareness/funds for TR Aid, an eco friendly fashion charity. This project involved a lot of company contact and team working. A **Report** stating how the event would be put together and promoted was part of the assessment.
- **Final Major Project:** The Eco Chic Bridal Boutique, following research into the state of the current retail market, fashion trends and PEST analysis, the idea to make the most extravagant area of fashion, bridal wear, more sustainable has been developed. A **Business Plan** and consideration to all of the P's in marketing have been utilised for the finalisation of the idea.
- **Human Resource Management:** HR practices and their benefits to companies.
- **Strategic Management:** Understanding the roles of project managers and how strategic management works and can be applied within a business.

A - Levels 2003-2005
North Bromsgrove High School, Sixth Form, Worcestershire
Textiles-A
Psychology-C
French-D

GCSE's 2000-2003
North Bromsgrove High School, Worcestershire
11 GCSE's grades A*-C
Including: Textiles A*, English-B, Science-B, Maths-C,

EMPLOYMENT

Jane Morriss Dressmakers, Worcestershire
Assistant to an Haute Couture Designer

January 2004 to present

- Pattern cutting and pattern alterations
- Hand sewing, for example, intricate beading on wedding gowns
- Working on a one to one basis with clients
- Visual Merchandising within the shop
- Handling phone calls
- Help with the design of dance costumes
- Administration, Spreadsheets and Letters

Customer service at a more personal level, detailed understanding of fabrics, competence on a sewing machine and the ability to construct garments utilising fashion trends have been achieved from this work.

WORK EXPERIENCE

Buying - Claire's Accessories Head Office, Hair Accessories Buying Team, Birmingham
Worked part time as the Buyers Administration Assistant, following a placement.

Summer 2007

- Approved samples - checking against the Penine computer system, went on a Competitive Shop, selected samples for a range, rearranged and organised the sample area, and helped with assessment of best and worst sellers.
- Gained from this experience, a better understanding of consumer requirements and a comprehension of how accessories are bought from suppliers.

Buying - Topshop Head Office, Jersey Buying Team, London

May 2007

Worked alongside the Buyers Administration Assistant, undertaking many of her roles.

- Attended fit sessions, organised sample rails for various weekly meetings, worked with delivery reports, completed folders of samples of all previous basic jersey styles and colours, looked after outgoing and incoming post and helped to maintain the sample library.
- An enhanced awareness of how all of the different departments interact with each other was acquired from this placement, as well as more in depth knowledge of how buying for a major high street retailer works, was obtained from this placement.

Visual Merchandising - New Balance Centenary Party at The Gymnasium, London

Sept 2006

- A celebration of the sportswear company's hundred years in business, held to launch three new limited edition trainers which paid tribute to the company's vintage running past, by reintroducing updated styles and showcasing the history of the company to 350 international press and media.
- Helped to design and construct the visual displays at the venue, this involved sourcing the appropriate materials and building an 8 foot tall wall, made from 600 New Balance shoe boxes.

ADDITIONAL SKILLS

- IT: Capable to use all programs within Microsoft Office.
- Full Driving License.
- Basic French

REFEREES

Jane Morriss (Manager)
Contact Address: Jane Morriss Dressmaker Ltd,
Burcot Forge, 338 Alcester Road, Burcot, Bromsgrove,
Worcestershire B60 1BH
Phone Number: 01527 574568

Jane Sarkar (Course Leader)
Contact Address: BCU, Institute of Art & Design,
Corporation Street, Birmingham, B4 7DX
Phone Number: 0121 3315800
Email Address: jane.sarkar@uce.ac.uk