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TORI GRACE COLEMAN

FASHION & TEXTILE DESIGNER

Hard-working and motivated fashion and textile designer with an interest in men's streetwear, sportswear, and digital graphics prints. A first-class Fashion Design graduate, currently freelance designing for independent fashion brands. A strong communicator and commercially astute thinker who works well in teams. Looking for an exciting menswear design role within a fashion house environment to apply my skills and gain more experience to produce a successful long term career.

EDUCATION

University of South Wales (USW), BA Fashion Design: First Class Honours, September 2017 - June 2019

- Modules include Branding, fashion cultures, fashion design for industry, Innovative design, professional strategies and various technical workshops.
- Student Rep: Organised the graduate fashion show and improved collaboration between teachers and students.

Cardiff Metropolitan University, BA Textiles: 2:1 (level 5), September 2015 - June 2017

- Studies focused on print and embroidery textile art, blending traditional processes and digital technologies.
- Took part in a two-week research trip, to India to explore the culture and learn about traditional crafts.
- **Apparel Design (Erasmus+), Beijing Institute of Fashion Technology:** Awarded Pass - tailoring, drawing technical patterns and designing/manufacturing garments using industrial sewing machines, all taught in Chinese.

WORK EXPERIENCE

Freelance Designer, ANTZ., September 2020 - Present

Managing the product development of a new men's streetwear brand, after reaching out directly to the owner of 'ImJustBait' Instagram account (4.5 million followers).

- Communicated and built a strong, trustworthy relationship through active listening, to gain an understanding of the brand's vision and values.
- Conducted market research and created a six-month critical path plan, which included; designing, sourcing manufacturers, creating samples, marketing and logistics.
- Confidently presented the proposal and have so far logged 25 hours, designing CAD's and creating detailed tech packs, liaising with manufacturers to produce high-quality products. Currently in the sampling stage.

Freelance Designer, Laveli, September 2020 - Present

Designing and developing a collection of ethical and responsible, womenswear basics - secured the contract by utilising my network and communicating effectively.

- Met all deadlines by being highly organised, designing a womenswear collection and producing tech packs.
- Advising the client to achieve brand goals, and develop high-quality products. Currently in the sampling stage.

Crew Member, McDonald's, Felixstowe/ Cardiff, June 2014 - Present

Working as part of a large team, across all areas of departments of the business, providing excellent customer service to over 400 customers daily.

- Regularly achieving new record-breaking sales, by communicating effectively across the team and building strong relationships, resulting in a highly efficient operation.
- Received positive personal feedback from 160 customers and was awarded 'The Happiest Award' from management, for boosting morale and team culture.

Freelance Designer, Alma de Ace, September 2019 - March 2020

Collaborated with the founder and creative director to design a capsule collection.

- Cold contacted the founder to demonstrate creative ability and brand awareness, building a trusted relationship. Designing a range of tracksuits, outerwear pieces and ski garments.
- Successfully designed a best selling sweatshirt, which was later reproduced in a second colourway.

Design Intern, NICCE, East London, July 2019 - December 2019

Working closely with the design, product development and garment tech teams supporting the operation.

- Managed a supplier relationship, identifying errors with strike-offs, resulting in increased product quality. Updating PLM software (Zedonk) for efficient product development for future products.
- Planned, sorted and organised 500 boxes of excess merchandise to prepare for NICCE's first sample sale, generating £16,000+. Distributed marketing leaflets to local businesses, driving increased brand awareness and footfall.
- Achieved the 'I'll Do It' award for brilliant contribution to the success of the sample sale, and all-round positive attitude dealing with new tasks and problems, demonstrating resilience.

Creation Camp, China Academy of Art, Shanghai, July 2018 - September 2018

Collaborated with Chinese students to design and produce a collection based on British and Chinese architecture.

- Learnt traditional Chinese crafts and travelled to various locations to research local customs.
- The collection was photographed, exhibited and presented on a runway at Shanghai Fashion Week 2019.

Design Assistant Placement, TU- Sainsbury's, Coventry, July 2017 - August 2017

Worked with the womenswear senior print designer and created digital repeat print tiles from painted illustrations, using Adobe Photoshop.

ACHIEVEMENTS

- Future Learn (2020): Understanding Fashion: from Business to Culture.
- SkillShare (2020): Adobe Illustrator Advanced, graphic and typography workshops.
- Awarded 'Best Menswear' at the 2019 Police Safety Week fashion show, Cardiff.
- Gained a scholarship to study a MA Fashion Design at Savannah College of Art and Designer (SCAD), USA.
- Own collection was featured on @SizeOfical Instagram for Graduate Fashion Week 2019 (GFW19) best bits.
- Strong knowledge: Adobe Illustrator, Photoshop & Indesign, Clo 3D software and Pattern Cutting and garment construction.