

# Brooke Hastings

## Fashion Designer

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I have a strong work ethic, a positive attitude to solve any problem that may occur. I strive to be the best designer I can be with a serious passion for fashion! Alongside my creativity I am an effective communicator, great team player, confident at presenting and resourceful under pressure. With enthusiasm and determination to ensure that I make a success of anything I take on.

## EXPERIENCE

### Boohoo.com, Manchester – Fashion Design Intern

JUNE 2018 - AUGUST 2019

- Picked to be the intern to the director of design from over 50 applicants
- Over the year I worked with various teams giving me the knowledge and understanding of the fundamentals to a business, from buying, merchandising to legal and finance
- Work collaboratively with the design team from concept to completion aligning on seasonal direction, timelines and customer insights
- Taught how to accurately research trends, analyse the research and present it effectively across the company
- Put in charge of the critical path giving me knowledge of Excel creating formulas, feeding back information to the design director each week

### International Garment Group, Preston – Junior Designer

SEPTEMBER 2019 - OCTOBER 2021

- After 3 months I took the lead in heading one of the most online searched brands, PrettyLittleThing. Working closely with their buying teams to execute and push creative boundaries with innovative ideas and designs
- Hitting a 100% success booking rate for various months
- Working with an established supplier grew my knowledge of various fabrics, sourcing and price margins
- Seeing first hand the garment construction process and contributing to cost saving solutions, whilst retaining quality and creativity
- Took lead on presenting to ASOS and TK Maxx at their head offices resulting in a successful contract, opening a new customer account

## ABOUT ME

- 3 years experience designing multi-product in similar design handwriting
- 2 years experience of heading two major accounts, running a small team to meet deadlines, motivate and lead meetings presenting to buyers
- Expert in adobe creative suite (photoshop / illustrator / InDesign)
- Trained to create a technical illustration of a garment, eye-catching graphic designs, develop prints and digitise embroidery
- Able to create precise spec sheets, grade and give fit comments accordingly
- highly skilled in knowledge of fabrics
- Expert knowledge of cut and construction
- A self-starter with bold ideas who will take initiative and has the confidence to push the brand in to new areas
- Thrives under pressure and enjoys working in a fast-paced environment

## **Khabari Fashion Ltd, Burnley/leicester – Fashion Designer**

OCTOBER 2021 - DECEMBER 2022

- Designing for PrettyLittleThing, Boohoo, Boohooman, Nasty Gal, Missy Empire, Miss pap, ASOS and many more.
- Designed multiple of PrettyLittleThing best selling tracksuits generating thousands in sales and constant rebuys for Khabari.
- Given the opportunity to take the lead of a small team, overseeing their developments, fit sessions and manufacturing whilst still thriving on my own creative flair and innovations.
- Developed key ranges from concept to completion which lead to opening new customer accounts
- Launched a new start up brand overseeing their growth from 0 following to 16k in just 3 months, generating sales from day 1 of launching, overseeing everything from the marketing, fabric sourcing, developments, photoshoots and resolved issues such as returns and customer enquiries to ensure minimal loss for the company

## **Missy Empire – Fashion Designer**

DECEMBER 2022 - CURRENT

- Create sketches and technical drawings of new designs, and communicate design ideas with the team
- Conduct research on current and future trends, and identify new fabrics and materials for use in the collection
- Attend fittings with the production team, and make adjustments to designs as needed
- Work with the merchandising team to ensure that designs are produced within budget and on schedule
- Collaborate with the marketing team to create content for social media, website, and advertising campaigns

## **EDUCATION**

### **St Bedes Catholic High school, Lytham, St Annes – GCSE**

Grade A\* - C passing all my GCSE's including a Maths B and English C

### **Blackpool Sixth Form College, Blackpool – A Level/Btec**

Fashion Design (Btec course) - Grade Btec D\*D\*

Business - A Level grade C

### **University Of Central Lancashire, Preston – Degree**

BA (Hons) Fashion Design with sandwich year for internship - Grade 2.1 degree, graduating with honors

## **ACHIEVEMENTS**

- Having my designs worn by Jordyn Woods in my year of internship
- Seeing my designs on the Boohoo.com website still only being an intern
- Graduating with honors
- Seeing my designs worn by Molly-Mae in numerous of her collections, having my designs being the focus of her campaigns seeing them on billboards across the country
- Having 5 best selling tracksuits of the year at PrettyLittleThing
- Starting my own successful swimwear brand when I was 16 and selling it at the age of 18 to pay for university