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Personal Profile

I am an enthusiastic and creative individual with a strong interest and wide experience in all areas of the fashion industry. I currently utilise this by owning and running the fashion label Paperdoll Designs, which I set up to fulfil the need for vibrant, stylish clothing in the UK. I also launched two very successful "Peppermint Studio" Boutiques in Scotland and Ireland after the success of Paperdoll Designs. I have strong design, buying, interpersonal, layout, marketing and management skills which I can bring to a variety of situations.

Professional Abilities

- As sole founder, director and buyer for the Peppermint Studios, I have complete responsibility for and control of the buying process and have to balance stocking slightly more "edgy" designs with mass market appeal lines, for the ongoing success of the business.
- Extending the reach and range of the Paperdoll Designs label through designing ranges to be stocked in the Peppermint Studio, as well as many other independent stores in the UK and Ireland.
- Creating a lifestyle experience with both the label and the stores, by introducing complimentary accessories and gifts which reflect the Paperdoll Designs and The Peppermint Studio vibe. Marrying the studios with the design process, so clients can watch me at work, has been particularly successful.

Organisational Skills

- Sole responsibility day-to-day for two stores and my fashion label has given me widespread knowledge of time management, the importance of efficient task completion, deadline awareness and the ability to carry out tasks whilst maintaining the vision I have for all three facets of the business.
- Sourcing a wide variety of products, ancillary equipment and printed products has developed keen negotiation skills to ensure 100% of requirements put out to tender are delivered as cost effectively as possible.
- I also possess skills in book-keeping, intermediate level computer assisted design, filing, stock inventory management and maintenance of commercial premises.
- I was editor of my school yearbook which involved delegating tasks and co-ordinating information.

Media Awareness

- Graduated with an upper second class BA (Hons.) Degree in Fashion Marketing from the University of Northumbria.
- Nominated for top marketing project at Graduate Fashion Week, London (2002).
- Establishing productive and trusting relationships with the media led to my being named one of Glasgow's most powerful women by the city's very popular newspaper, The Evening Times.

Drive and Motivation

- I do not allow the success of either Paperdoll Designs or the Peppermint Studios to stagnate, and frequently attend networking events and workshops to both further my skills and raise the profile of my business.
- Further to my previously noted award nomination, I was also runner-up in the Best Accessories Design Award at Graduate Fashion Week (London 2002) and was recognised whilst attending school for excellence in Art and Design and my general contribution to the school community.
- I constantly look for new promotional opportunities for the businesses, which have featured in newspapers, magazines, internet websites and local advertising.

Employment History

November 2003 – Present

Director, Founder and Buyer – The Peppermint Studio and Paperdoll Designs

A fashion, lifestyle and gifts range incorporating contemporary design via Paperdoll with creative and retail outlets in Glasgow and Coleraine (Northern Ireland) to provide a “one stop shop” for innovative and more established design across a range of items.

March 2000-August 2002

Freelance Accessories Designer – Walker Walker and Grant

With total control of the design process for a wide range of accessories this was a challenging and fulfilling role with an established accessory design company based in London.

January 2000 – December 2000

Design Assistant, Debenhams Accessory Design Department

This role as an assistant taught me much about the process of accessory design and the importance of function, form and marketability of accessories to a high street company. It was an excellent role in preparation for the greater responsibility and control offered in my post with Walker, Walker and Grant (above) and an important career step at this stage of my design life.

Prior to these posts, I gained retail sales experience and knowledge of interaction with customers and suppliers through part-time and holiday work in The Art Shop (St Andrews) and also experience of picture framing, which cemented my pursuit of immaculate presentation in all that I do professionally as clients demanded perfect pictures.

Qualifications

- **1998 -2002 University of Northumbria** BA (Hons.) Fashion Marketing (Upper Second Class)
- **1992 – 1998 Madras College, St Andrews**
 - Certificate of Sixth Year Studies (CSYS)**

English	Grade B
Art and Design	Grade B
 - SCE Higher Grades**

English	Grade A
Art and Design	Grade A
Craft and Design	Grade A
Geography	Grade A
Mathematics	Grade B
Physics	Grade B
 - SCE Standard Grades**

7 subjects, all at Grade 1 and 2 (Credit Level)
Including German language speaking and writing

Interests and Biographical Details

- My main interests are in fashion, interior decoration and design, yoga, swimming, aerobics, snowboarding, international travel, live music and art.
- I hold a full UK Driving Licence with no endorsements.
- I am prepared to relocate for a suitable position.
- I have national certificates in ballet, jazz and tap dancing. I have also taken part in various stage performances.
- Details of referees are available on request.