



ALEX GORDON

FASHION DESIGN  

www.alexgordonfashiondesign.com

07594 307439
alex.gordon@hotmail.com

I am a multi-product designer with experience of working with international brands and retailers ranging from big to small, from the well established to the up and coming. I have a keen eye for colour and an extensive knowledge of textiles and washes. I combine these with graphic design and an understanding of the importance of brand identity to design definitive and aspirational collections

experience



GOLDEN EQUATION

Senior Designer

September 2019 -
September 2020
Manchester, UK

The brief I was given for GOLDEN EQUATION was to re-style the brand and elevate its look to bring it in line with premium streetwear labels.

As the sole designer I have:

- created a new graphics line
- expanded the product offering
- developed new branded trims and hardware
- received increased orders from key accounts such as Zalando
- opened new accounts with ASOS



As the menswear designer for NATIVE YOUTH I was responsible for all elements of the brand.

This included:

- International research trips
- International fabric and factory sourcing
- Seasonal concept design and direction
- Garment design across all categories
- Graphic design
- Casting, styling & directing photoshoots
- Designing look books
- Presenting seasonal collections to international sales agents



NATIVE YOUTH
DESIGNED IN ENGLAND

Senior Designer

2016 - 2019
Manchester, UK



Brand Designer

2014 - 2015
Manchester, UK

I took on the role of Brand Designer at the very launch of the men's side of A.M LONDON. During my time designing for the brand I:

- Established brand identity
- Founded brand team
- Sourced factories
- Built & designed collections
- Cast & directed photoshoots
- Designed look books



experience cont...



Senior Designer

2012 - 2014
Paris, France



My time in France designing for a true heritage brand such as Le Coq Sportif gave me the opportunity to work on a vast array of products. My role included:

- Designing performance apparel for the Tour de France
- Working with top-flight football clubs to design kits and fan wear
- Working on collaboration projects with Colette, Black Rainbow, 24 Kilates
- Designing the premium range "Coq d-Or"
- Working closely with the R&D centre to oversee the sampling and development process
- Presenting the collections at international sales meetings and product launches



I joined Superdry when the design team consisted of just 4 people. During my time as a member of that team we contributed to making Superdry an international clothing brand. I oversaw:

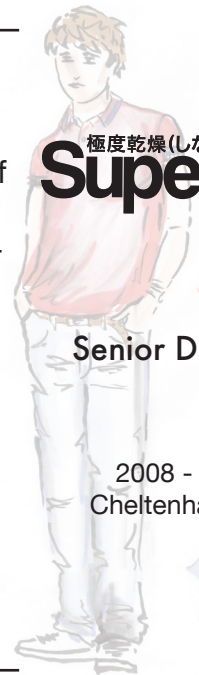
- the creation of a graphics library & graphic technique library
- the jersey apparel collections
- trend and research reports from travel

I also built up the polo shirt side of the business and travelled extensively working alongside factories to establish good working relationships



Senior Designer

2008 - 2012
Cheltenham, UK



other experience



HENRI LLOYD
Designer
2008
Manchester, UK

**Abercrombie
& Fitch**

Associate Designer
2006 - 2008
Columbus, USA



Intern
2005
London, UK

I have also worked as a freelance designer. My clients include iTex for whom I designed fan wear, UpTheir plus size clothing, Walk as One.

Highly proficient in...

- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Lightroom
- MS Office 365

I am also familiar with building websites using Squarespace and can speak French at a B2 level.

Education

Manchester Metropolitan University 2003-2006
BA (Hons) Fashion (2:2)

Stockport College of Art 2002-2003
Foundation Studies in Art (Distinction)

University of Manchester 1998-2001
BSc (Hons) Geography & Geology (2:1)

Passed Munsell Colour Test at Superior Level.

Completed Nottingham Trent University's
Design Optimisation Course

Interests

Music - playing guitar
Playing around with dyeing textiles and printing
Photography
Cooking & Baking
Long walks with the dog
Running