

FREYA THOBROE

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Career Objectives

I am currently studying BA (Hons) Fashion Retail Management at University and due to graduate in June (2010). After I have finished this degree I am very keen to pursue a career in the field of menswear buying. Due to my course we have ventured into many areas of fashion ranging from buying and merchandising to fast fashion, fashion forecasting and visual merchandising. I have gained many team-building skills and I am a reliable, flexible worker with an excellent attendance record.

Qualifications

Grade

Birmingham City University

BA(Hons) Fashion Retail Management

Expected 2.1

2007-Present

The course has helped me expand my knowledge and understanding of the retail industry. Modules studied include:

- **Dissertation-** Creating a new concept and business plan for a high street brand (Diesel) collaborating with a sports brand (Adidas) in creating a sportswear collection for the 2012 Olympic games.
- **Visual Merchandising-** Created a window displays to be presented to the Harvey Nichols visual merchandising team.
- **Fashion Forecasting-** Research into current affairs and PESTER factors (politics, economy, social, technology, environment and religious trends). This research was then related to the fashion industry to create a perfume be released 2 years later.
- **Buying and Merchandising-** Comparisons in buying strategies between a major high street store and a small boutique were researched and then developed into a clothes range for both shops based on their individual styles.

For all of the projects a power point presentation, concept boards, a research file, and an essay had to be produced.

Politecnico Milano (Milan)

Fashion Design

Feb 2009-July 2009

I studied abroad for 5 months in an exchange programme. Here I was able to see how other cultures and societies worked. It was an excellent experience and I was able understand how fashion in Milan differed from that of the UK. This experience has broadened my knowledge in fashion as we ventured into design as well as management. Projects undertaken were:

- Designing and creating a collection of garments using the fabric Tyvek.
- Organising and holding a fashion show to display our collections.
- We also worked closely with the area visual merchandiser of the brand Hermes in creating a large scale model of a window display we had designed.

This whole experience has given me independence and I know I can overcome a challenge when presented to me.

Stoke-On-Trent University (Staffordshire)

Certificate for BSc (Hons) Forensic Psychology

2.1

2006-2007

From studying this course for a year and studying psychology at A level, I can understand and communicate with people extremely well.

Other Qualifications

St. Josephs Port Talbot (Wales)

A Level & AS Level

B-D

2004-2006

Textiles & Psychology. Information Technology & English Literature

Cwmtawe Comprehensive (Wales)

11 GCSE's

A-C

1999-2004

Maths- B, English Language & Literature- C & A, Science- C, French- A, Welsh- A, Textiles-A

Employment

Employer- Diesel, Birmingham **Position held-** Sales Associate August 2009-Present

Working for Diesel has taught me about both the fashion and denim industry, I have consistently provided a high level of customer service leading to a mention in the Diesel staff newsletter for significant sales. I was also picked to attend a two day Diesel event, allowing me to understand the Diesel brand in more depth and meet and work in groups with many of the other Diesel employers from buyers to directors. I have gained vast knowledge and understanding on funds and targets needed to be met as well as understanding on how to distinguish best seller.

Employer- Selfridges Bull Ring, Birmingham **Position held-** Sales Associate April 2008-Feb 2009

I have worked on women's wear (Miss Selfridge) and also menswear (numerous high street brands such as Full Circle, Lyle and Scott, Superdry, Penguin and Adidas). From working at Selfridges I have gained a vast knowledge of the retail environment from the luxury market sector to the high street.

Work Experience

Mudpie Forecasting Company- Southampton Fashion Forecasting July 2008- 1 week

Mudpie specialise in creating forecasting books and website programs, these are then bought by hundreds of retail companies to keep them up to date with the forthcoming colour, materials, patterns and design trends. The skills I gained were:

- Knowledge of how forecasting books are created and how the season's trends are predicted.
- Experience on creating fashion web pages.
- Skills in fashion writing and creating biographies on designers.

GAP- Hanley (Stoke-On-Trent) Visual Merchandising May 2008- 2 weeks

I gained great knowledge of how visual merchandising works and experienced roles in numerous areas ranging from:

- Mannequin styling- dressing and styling all forms of mannequins (males, females, children).
- Marketing & signage- Ensuring correct signage and marketing related to current trends.
- Display skills- Creating a pleasant shopping atmosphere and surrounding for customers.
- Window execution- following visual merchandising packs to create clean and creative window displays.

Vauxhall Tigra Fashion Show-Birmingham Dresser April- 1 day

I gained great experience as I worked along side John Wolford who is one of the UK's best fashion show producers and has produced London Fashion week and also graduate fashion week shows.

- Able to work in a very fast paced environment and complete tasks within a tight deadline.

Style in the City Fashion Show- Birmingham Stylist and Dresser March- 5 days

This event took place in the centre of Birmingham with guest celebrities (Kelly Osborne) presenting the shows.

- Repairing and altering catwalk pieces
- Handling garments with extreme care.
- Knowledge of backstage direction
- Working well with a variety of different people.

Other Skills

IT literacy- I am very confident when using the Microsoft Office package, I am extremely good at creating PowerPoint presentations, using Excel and basic skills to making websites. I have also had a few lessons on CAD and have used Photoshop for a few projects.

Team work and Leadership skills- 'Gold Duke of Edinburgh' this involved working as a team, meeting new people and helping each other through the experience. I also completed my 'BELA' award (basic expedition leadership award) this is the step up from the Gold Duke of Edinburgh, enables me to lead & help young people to complete their Duke of Edinburgh award. I have also completed many First Aid courses to help with this leadership award.

References available on request