

# Lucy Delane

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## PERSONAL INFORMATION

I am currently in my third and final year at Birmingham City University studying fashion retail management. The modules we complete involve creating confident presentations, detailed reports, research and module files as well as concept boards to present our work. The course is designed to widen opportunities for students wishing to combine creative fashion design ability with business and management skills.

## EDUCATION

**BA (HONS) FASHION RETAIL MANAGEMENT** **2007-2010**  
BIRMINGHAM CITY UNIVERSITY, BIRMINGHAM UK

**A LEVELS** **2007**  
MILL HILL COUNTY HIGH SCHOOL, LONDON  
Film Studies  
Media Studies  
English Language

**GSCE** **2005**  
MILL HILL COUNTY HIGH SCHOOL, LONDON  
11 A-C Grades  
English Literature A

## EMPLOYMENT

**Topshop:** Sales Assistant **2008 - Present**  
Brent Cross London, Bullring  
Birmingham  
Working on fitting rooms, tidying trends, clearing rails, utilizing specialist product knowledge, offering advice to customers, stocking, replenishing and cleaning sales areas

**Vitamin Water:** Part time **2009 - Present**  
London/Birmingham  
Promoting the brand as part of a large team/Giving away drinks at events and festivals/Selling product in store

**Organized Kaos:** Bead Bar assistant: Part time **2006 – Present**  
London  
Assisting guests at parties and corporate events creating jewellery on the 'Bead Bar'.  
Developing people skills, responsible for guests/products

**Happy Times:** Children's entertainer **2006 – 2007**  
London  
Looking after children at parties/corporate events.  
Responsible for children's health and safety, setting up gaming equipment, making candy floss/popcorn

**'Hair On Broadway' and 'Friends' hairdressing salon:** Part time/Weekends **2004 – 2005**  
Stanmore, Middlesex  
Shampooing hair, sweeping up, cleaning, answering phones, making hot drinks

## WORK EXPERIENCE

- **Vitamin Water:** Internship at 'Experience Worldwide, working with a small team of people helping to promote the new brand in the UK: organizing & preparing for events, making costumes, running errands and updating spreadsheets.
- **Selfridges:** Visual Merchandising, Birmingham, Bullring. Working closely with the VM team I was given the responsibilities of painting and creating new displays, re merchandising products, creating and putting out new signage, unloading new deliveries, buying new supplies and dressing and undressing mannequins.
- **Topshop:** Visual Merchandising, London - I visited stores with the field visual merchandiser changing mannequins, remerchandising stock and giving store manager's advice on what could work best for their stores. Topshop head office - worked with the creative visual merchandisers whilst they put together the visuals for new trends.
- **More! Magazine:** Stylist, Shaftesbury Avenue, London. Working with the fashion team gave me an invaluable insight into the way a magazine is put together. I was able to develop my skills in styling as well as the methods and processes necessary when working for a magazine. Important jobs included: Sample returns, helping at a photo shoot, collecting packages, sorting monthly company expenses, getting lunch and making tea's, filing delivery docketts, choosing jewellery for shoots, tidying and sorting out clothes cupboards, packing and unpacking clothing for photo shoots and contacting PR companies.
- **Styling with GMTV's Mark Heyes:** Stylist, London. Working with Mark Heyes and his assistant Sarah Tankel introduced me to styling for TV. The week I spent with them included: Shopping for outfits for Lorraine Kelly's morning slot on GMTV, dressing models at GMTV, helping out backstage at GMTV, and returning clothing bought for GMTV.
- **Topshop:** Style Advisor, Oxford Street. I was able to develop my knowledge on the brand, experience working in London and develop my skills within the fashion industry. The role entitled me to put together outfits for customers to try on in the comfort of the Style Advisor suite and recommend ways in which to develop their style.
- Experience helping out the stylists at charity fashion shows for 'Fight for Life' and 'Sparklets' in order to raise money for Children with Cancer and Cancer Research
- Assisting on an accessories stall in Portobello Market
- Secretarial work for self storage and van hire company 'Storage Solution'
- Youth Leader at Brady Maccabi
- Assisting at 'Gankinerit' and 'Whitchurch' nurseries as a teachers assistant where I was responsible for looking after children, reading to the class, helping with arts and crafts, and games.
- Assisting event planner Yvonne Delane running live events
- Promotional Work for Arca Bar Birmingham

## PERSONAL ACHIEVEMENTS

- Full UK Driving License
- Computer literate and skilled with 'Photoshop' and 'Photo Studio'
- Involved in organizing on an event at Harvey Nichols raising money for Birmingham Children's Hospital
- Involved in organizing a two day "Clothes & Cakes" sale, raising money for Birmingham Children's hospital
- Came first place in a dress designing competition for a charity fashion show sponsored by Topshop

## REFERENCES

**Ruth Elliott** - Experience Worldwide  
85 Strand  
Westminster  
London  
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