

beth richards

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objective : To inspire and be inspired by those around me. To present new ideas and concepts in a progressive and creative environment.

employment history

GENTLE FAWN, LEFT ON HOUSTON (FAMILY BUSINESS DISTRIBUTION) – TECHNICAL DESIGNER

<http://www.gentlefawn.com/>, <http://www.leftonhouston.com/>

FEB 10 – PRESENT (CONTRACT)

- responsible for the overall fit and construction of the garment (Women's Contemporary Apparel, Knit and Woven)
- create comprehensive illustrations and detailed drawings with construction and stitch details
- prepare spec package for offshore suppliers
- measure product prior to fittings
- fit garment and write comments on construction, fit and overall workmanship

ARITZIA LP - ACCESSORIES DESIGNER

<http://www.aritzia.com/>, <http://tna.com/>, <http://wilfred.com/>, <http://talula.com/>

AUG 06 – OCT 09

- responsible for the design and development of all accessories for TNA, Wilfred, Talula and Park Life (Vancouver 2010 Olympics)
- commodities include: Bags, Headwear, Neckwear, Handwear, Belts, Hosiery, Underwear and Gift Items
- prepare and present design concepts, trend and colour (form and function) to Owner and CEO
- research product and competitive shop, internationally and domestically
- source new fabrics and trims
- art direct all applied graphics, trims and marketing
- conduct fittings, evaluate and comment on the product fit, quality and construction
- strategize and make calculated decisions on growing the business
- responsible for over 20 million dollars of the overall contribution

SAAN STORES LTD. - DESIGN AND DEVELOPMENT MANAGER

NOV 05 - MAY 06

- responsible for all direct import design and development of Men's, Women's, Kids and Juniors Apparel and Accessories
- researched product and did competitive shopping, internationally and domestically
- prepared and presented colour, trend and design concepts for the buying and executive teams
- responsible for creating the complete spec package
- conducted fittings, evaluated and commented on the product fit, quality and construction
- liaised with offshore office, kept product on schedule working with delivery dates and corporate timelines

ROOTS CANADA LTD. - ASSOCIATE BUYER, ACCESSORIES

<http://canada.roots.com/>

JUNE 05 - NOV 05

- responsible for all accessories in the outlet division for Adult, Children and Baby including, gift ware, watches, socks, hats, gloves, swimwear and sunglasses
- created logos and designed product
- responsible for creating the complete spec package

- conducted fittings, evaluated and commented on the product fit, quality and construction
- kept all product on schedule, working with the delivery dates and corporate timelines
- responsible for creating worksheets and buys for the above products
- worked with planner to determine units and analyze selling history by colour, size, retail etc.
- negotiated prices with vendors and established retail prices

ROOTS CANADA LTD. - TECHNICAL DESIGNER, ACCESSORIES

<http://canada.roots.com/>

APRIL 04 - MAY 05

- oversaw and developed all accessories for Roots Men's, Women's and Children's corporate retail
- evaluated and commented on product through all stages of development
- liaised with technical, sourcing, and merchandising teams
- managed and maintained relationships with vendors and suppliers both off-shore and domestic
- conducted fittings, monitored sizing and created grade charts and set fit standards
- established quality control and methods of streamlining product development on an on going basis

MERKLEY HEADGEAR - DESIGNER

JULY 00 - MAR 04

- designed and developed the Men's, Women's and Children's cold weather accessories for the Merkley Headgear Winter catalogue for 2001, 2002, 2003
- designed headwear for Spyder for the US Olympic Ski Team for the 2002 Salt Lake City Olympics
- designed headwear for private label accounts such as Adidas, Spyder, Arctery'x and Westbeach
- responsible for major accounts such as Spyder USA
- liaised between in-house design and production teams
- prepared and presented design ideas at sales meetings and at trade shows
- sourced new raw materials and sought out new suppliers, offshore and domestic
- oversaw all stages of product development

INTL ALLIANCE OF THEATRICAL STAGE EMPLOYEES (IATSE) - WARDROBE STYLIST, PERMITEE

NOV 99 - JULY 02

- assisted in dressing cast and extras on set on feature film and MOE productions including:
Bait, Resident Evil 1 & 2, One Kill, and Rivals
- maintained continuity with established characters
- responsible for buying, returning and organizing all merchandise
- assisted with pre-production fittings and sewing alterations

freelance + projects

2009 - Zero 01 Magazine - <http://www.zero1magazine.com/> - Contributing Writer / Editor

2006 - Grandiose - Men's Apparel - Co-Creator, Designer

2006 - Sears Canada - Technical Designer, Men's Sweaters, Men's Woven Pants

education

CLASS OF 99 - International Academy of Design (I.A.O.D) - Fashion Design Diploma
Summer Scholarship Program (I.A.O.D)

CLASS OF 97 - Pickering High School O.S.S.D - French Immersion Diploma

Culture

Zero 01 Magazine - <http://www.zero1magazine.com/>

Blog - <http://bethihearyoucalling.blogspot.com/>

Tumblr - <http://bethihearyoucalling.tumblr.com/>

computer skills

Adobe Illustrator CS 3

Karat CAD Designer

Microsoft Office

Lotus Notes

Adobe Photoshop CS 3

Web PDM (Gerber)

Quark Express 4.1

Novell Groupwise