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A fashion designer with eight years of experience in creating trend led, multi-product collections for women's, men's, and children's wear. Skilled in creating original, computer-aided designs and illustrations, and passionate about youth-culture, art, film, and archival fashion.

Fashion Designer

Kirsten Morgan Leyland

Education

FEDISA Fashion School
Cape Town, South Africa
(2015 - 2017)

**Bachelor of Arts
in Fashion Design**

Villioti Fashion Institute
Johannesburg, South Africa
(2022)

**Certificate in Advanced
Garment Construction**

Skills

- Market & trend research
- Concept & moodboard creation
- Design & range building
- Graphics & print design
- CAD design & development
- Tech pack creation
- Spec sheet development
- Line & order sheet management
- Factory & supplier communication
- Price negotiation
- Delegating tasks to juniors
- Fabric & trims management
- Lab dip & strike-off approvals
- Critical path oversight
- Sample fittings & approvals
- Quality control
- Apparel & accessories styling

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- MacOS & Windows
- Microsoft Office
- Pantone Systems
- ProCreate

Work Experience

Womenswear Designer at Batra Group

(2024 - Present)

Kirsten currently designs womens lifestyle wear and outerwear for **Reebok** and **Hunter**. Collaborating closely with the head of design, creative director, garment tech and product development teams, Kirsten crafts womenswear ranges that effortlessly combine fashion-forward aesthetics with the technical demands of activewear, and outerwear.

Womenswear, Menswear & Childrenswear Designer at Pie 2 Brands (2023 - 2024)

As a designer for the popular brands **G-Star RAW**, **UCLA** and **Lyle & Scott**, Kirsten was responsible for creating loungewear, underwear, accessories, and streetwear ranges. Her process was rooted in thorough trend research and close collaboration with the sales team to ensure each range met the diverse needs of their customers. Kirsten managed the development and execution of the collections, with a keen focus on fabrics, trims, and print execution.

Womenswear & Menswear Designer/Merchandiser at Studio 88 (2019-2022)

Kirsten embraced the role of **Ellesse** womenswear designer wholeheartedly by conducting in-depth market research and staying attuned to evolving trends. At the same company, Kirsten designed **Volkswagen** apparel and accessories ranges by collaborating closely with their team in Germany. She designed with an emphasis on historical accuracy. Kirsten's role at Studio 88 was marked by consistently designing ranges that connected with their audience, leading to sell-outs and widespread popularity.

Multi-Product Fashion Graphic Designer at PEP (2018-2019)

At **PEP** Kirsten honed her skills in Illustrator and Photoshop, crafting tech packs, prints, and packaging according to project briefs set by fashion buyers and trend analysts. Fascinated by trends, Kirsten often assisted the trend analysts by creating concept boards and contributing to trend presentations.

Fashion Assistant Intern at Marie Claire (2017)

During her graduate year, Kirsten interned as a fashion assistant at **Marie Claire**. From managing the fashion closet, to sourcing product and providing styling assistance on cover shoots, each task fueled her ambition to work in fashion.

References provided upon request