



KATIE FURZER

Embroidery Designer

PROFILE

Highly experienced fashion and textile designer with extensive industry experience, specialising in embroidery and embellishment. Skilled in hand drawing, embroidery, print and digital applications, developing designs from concept through to garment placement, technical development and factory production. Combining creative vision with strong commercial and technical understanding, confident working collaboratively across design and product development, while managing multiple projects, critical paths and deadlines. Experienced in allocating workloads, briefing and supporting designers and interns, supervising sampling and working closely with Design Directors to ensure projects are delivered to a high creative and commercial standard.

EMPLOYMENT

Senior Freelance Embroidery Designer | 2021 – present

Working on fashion and textile projects for clients including Karen Millen, Phase Eight and The Middle Daughter.

- Embroidery (digital and hand) and mixed-process textile design, including print and embellishment
- Development of embroidery artwork and garment placements
- Tech packs and technical specifications
- Moodboards, design research and concept development
- Sampling, strike-offs and refining designs through development
- Factory and supplier liaison, including technical queries and production requirements
- Costing and adapting designs to meet commercial requirements
- Leading multiple projects from initial concept through to final production, managing critical paths, deadlines and competing priorities
- Allocating workloads and briefing designers and interns, providing guidance and support throughout the design and development process

Etoile & Co., London | Designer | 2019–2021

Created bespoke, high-end textile designs and embroidery for a London-based design studio, working with luxury fashion clients including Kate Spade and Olivia Palermo.

- Seasonal colour and trend forecasting
- Research, sourcing and development of high-end fabrics
- Design and development of prototype swatches
- Embroidery, print and mixed-process textile design
- Working to client briefs and developing designs for luxury fashion collections

Henriette von Grünberg, Paris | Designer | 2019

Developed bespoke couture embroidery and textile designs for luxury garments.

- Created original fabric and embroidery designs for the collection
- Developed intricate embroidery concepts for couture garments
- Designs showcased at Paris Fashion Week 2019
- Sourced and developed fabrics for bulk production
- Worked closely with the designer to realise the creative vision

EXPERTISE

Embroidery & Embellishment – Advanced digital embroidery skills, with own equipment; experienced in Irish embroidery and goldwork / tambour

Design & Development – Highly creative, commercial and trend-aware, with a versatile approach to fashion and textile design

Hand Drawing & CAD – Excellent hand drawing skills and advanced Adobe Creative Suite, including Photoshop

Print Design – Print development, repeat pattern and placement design.

Research & Direction – Mood, trend and colour – concept generation

Technical & Production – Tech packs, garment development and liaison with buyers, factories and suppliers

Range & Sourcing – Range planning, fabric and trim sourcing, product development

Project & Team Management – Managing multiple projects, critical paths and deadlines; allocating workloads, briefing and supporting designers and interns

Superdry® | Designer – Concept Lab | 2017

Worked directly with the founder within the Concept Lab, developing innovative designs that feed into the commercial team.

- Pushed the boundaries of trend and innovation across performance sport and athleisure
- Print and embellishment design using emerging industry techniques
- Trend research and exhibition visits including ISPO, Performance Days and Première Vision
- Developed concepts with consideration for commercial application
- Factory liaison throughout design and development

Dickies Streetwear (Europe) | Designer | 2006–2019

Designed seasonal streetwear collections across knitwear, denim and wovens, balancing trend-led design with the heritage and commercial identity of the brand.

- Developed seasonal concepts, design direction, trend, story and colour boards
- Forecast and developed seasonal colours for print and pattern
- Range planning and product development
- Created detailed garment tech packs and specifications
- Developed cohesive commercial ranges from initial concept through to production
- Working closely with Design Directors to develop and refine creative direction and ensure projects meet brand and commercial requirements

Alexandra Plc | Designer | 2000-06

Corporatewear collections in knit and wovens. Trend led design and aligned with brand Values.

Debenhams Plc | Assistant Designer | 1999-00

Assisting womens, mens and childrenswear team.

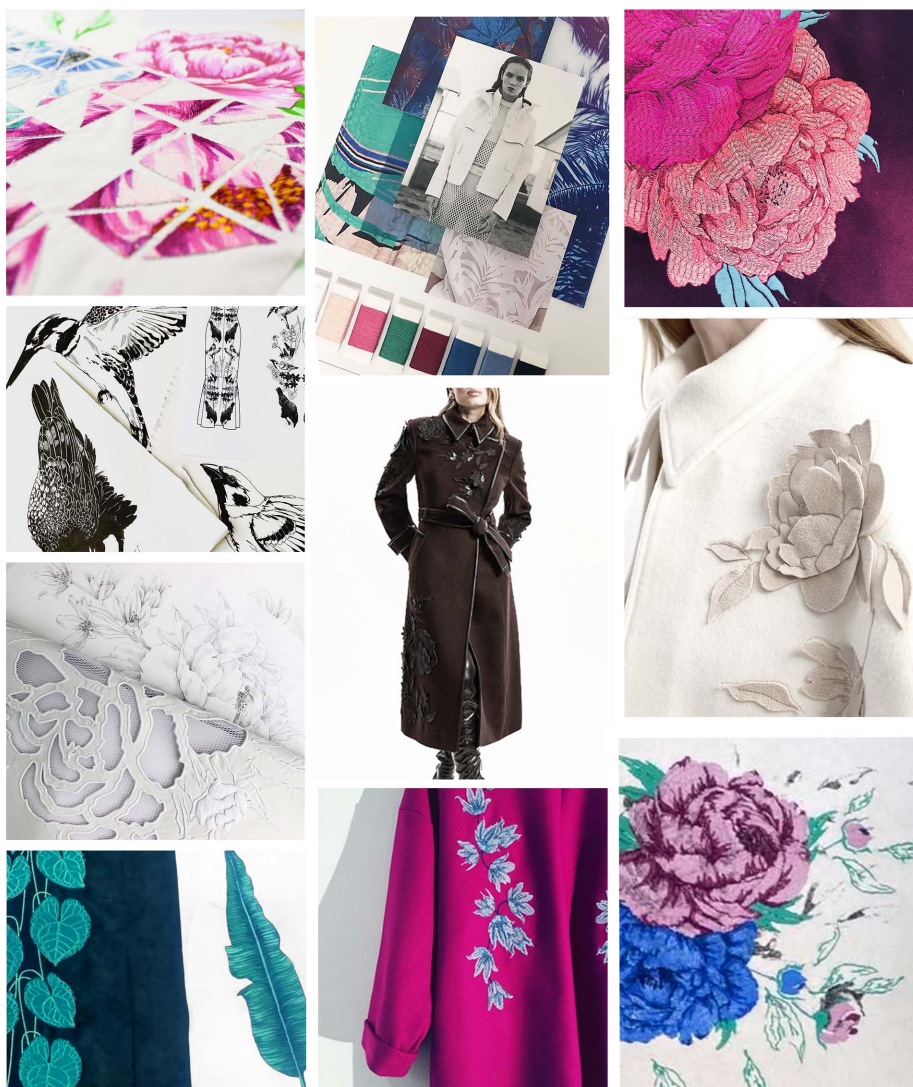
ACHIEVEMENTS

- 2019 | **Hand & Lock – 'The Prize' Finalist**
Hand & Lock are Europe's pre-eminent embroidery atelier. A finalist in 'The Prize' - a competition showcasing talent in embroidery, textile art, fashion and accessories.
- 2018 | **Ssachs Magazine - London**
Created conceptual designs for industry sportswear experts.
- 1998 | **Guy LaRoche - Paris**
Won a place to assist design team at his eponymous couture label, Guy LaRoche.

EDUCATION

- MA Fashion Textiles | Bath Spa University 2016-2019**
3-year part time course to develop design portfolio, creative & business skills. Emphasis on digital embroidery, print, laser-cutting and mixed process to enhance existing design business.
- BA (Hons) Fashion | UCA, Epsom 1996-1999**
3-year award winning course in design, making & critical theory to build a portfolio of creative and practical skills including pattern cutting, garment manufacture, drape, tailoring.

PORTFOLIO



SOCIAL MEDIA

-  <https://www.instagram.com/katiefurzer/>
-  <https://www.linkedin.com/in/katie-furzer1/>
-  <https://www.facebook.com/KatieFurzerDesignSt>

LOCATION & CONTACT

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