



# KIMBERLEY MURCH

*Fashion Designer*

## PRACTICAL EXPERIENCE

### THEA BRIDAL LONDON STUDIO/CHAMBERS BESPOKE TAILORS LTD.

*Bridal stylist & bespoke designer (July 2023 - Present)*

- Bespoke design in both tailoring & bridalwear
- Development of styling and sales skills through interfacing with brides
- Clear and effective communication with clients and designers like Pronovias, Morilee & Maggie Sottero
- Studio and documentation management, marketing & trend research ensuring attention to detail
- Extensive designer & competitor research, attending shows at Bridal Week Harrogate & Pronovias in Barcelona

### THE COUTURE COMPANY

*Production assistant internship (April-May 2022)*

- Pattern cutting & sewing of bespoke contemporary bridal gowns
- Toiles & fitting, under the guidance of the head couturier
- Teamwork, time management & communication

### GRADUATE FASHION WEEK

*First class fashion design graduate (September 2020-June 2023)*

- Full 4-outfit collection developed from concept & design to construction
- Advanced CAD skills to create detailed technical drawings & tech packs
- Diffusion line development using trend & market research
- Runway & portfolio showcase at GFW
- Footwear sponsorship from Lanx Shoes

## SKILLS

- Expertly proficient in Adobe Suite
- Developed design concepts through to final collection, incorporating innovative shapes, garment types, prints, and colours, while ensuring ergonomic & trend considerations throughout the process
- Highly skilled in industry sectors - designing, buying & garment construction
- Skilled in styling photoshoots and curating visual concepts, tailoring looks to enhance individual styles and creating cohesive imagery
- Translating digital designs into physical prints through printmaking techniques, and elevation with further 3D textiles
- Admin duties, storing & organisation of documentation & designs
- Supporting design leads & collaboration, with an enthusiasm to learn

## CONTACT

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🏠 Based in London

## EDUCATION

### FASHION DESIGN - FIRST CLASS BA (HONS)

2020 - 2023

Birmingham City University

### A-LEVEL'S

2018 - 2020

Fashion and Textiles - A\*

Sociology - A

Geography - B

Churchdown Sixth form

### GCSE'S

2013 - 2018

A\* in Fashion and Textiles

8 GCSE's grade 9-5 (A\*-C)

Severn Vale School

## REFERENCE

**Michelle Wetherell (Design Lecturer BA  
(Hons) Fashion Design**

**Michelle.wetherell@bcu.ac.uk**