



# JULIE NETTEL-LEWIS

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DOB 08 11 70

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## SUMMARY

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A creative technical graphic designer with over 20 years experience in socks and hosiery design, from initial product design and development, yarn and texture trends, market awareness and range analysis of good, better, best through to product design sign off. Able to work on own initiative or as part of a team.

### KEY SKILLS

- Computer literate : Adobe Illustrator | Adobe Photoshop | Knit specific software | PowerPoint
- Good communication skills
- Well organised

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## EXPERIENCE

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### GEORGE AT ASDA

Sock and Hosiery Design Manager | Oct 06 – Sept 17

- Working closely with the Buying and Technical teams to design and develop innovative products from initial concept through to Selection meetings. During my 11 years I have worked on all genders of socks, predominantly adult latterly.
- Responsibilities included : comparative shopping | market awareness | Range analysis | seasonal product strategy | initial product brief | cad design | design technical packs sent directly to suppliers | regular design presentations to senior management | critical path management for the design process

### SARA LEE COURTAULDS LEGWEAR

Product and Design Manager | Dec 01 – Sept 06

- Initially I joined the Aristoc side of the business as a Hosiery Product Manager for the Marks and Spencer and branded legwear accounts. After 1 year I focussed solely on the Marks and Spencer account, working closely with the M&S Business Unit Director as part of a small dedicated commercial sock and Hosiery team. In addition to the product development, I briefed an external design house on packaging and point of sale aids in order to present concepts as a total concept.

COUNTERPART (division of Coats Viyella)

Hosiery Product Manager | Jan 97 – Dec 01

- Working closely with the Buyers and Technologists from supermarkets and High street retailers, I designed and developed seasonal ranges of children's and ladies Hosiery for presentations. As well as designing, I had to interpret current sales and predict future trends in an extremely price sensitive area. This was achieved through close teamwork with Sales and Technical areas. I had to be constantly aware of the High Street. I liaised closely with sample mechanics to produce sample garments. In addition to the garment itself, I designed packaging and point of sale aids in order to present the product as an entire concept.

W BREWINS SOCKS

Sock Designer | Oct 94 - Dec 97

- During my 2 years at BREWINS socks, I gained valuable experience across all aspects of the sock design process from the initial design concept sampling through to production. Designing Men's, Ladies, Children's and Baby socks and tights.

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**EDUCATION**

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Sept 91 – Jun 94 | BA (Hons) Degree Fashion and Textiles | De Montfort University

Sept 89 – Jun 91 | BTEC Ordinary National Diploma Fashion and Textiles | Derby College

Sept 87 – Jun 89 | Maths Art French A levels | Sixth form College

Sept 82 – Jun 87 | 8 O levels including Maths English Art | William Allitt Secondary School

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**REFEREES**

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On request