

LAURA SHIRREFF

laurashirreff@gmail.com / www.laurashirreff.com / +86 138-1769-1147

US/UK Citizen, Date of Birth: October 13th 1984

Currently Based in Shanghai, China

SUMMARY

I am passionate about textile design and I have a wide range of experience in this field. I have a strong background in print and woven fabric design, sourcing and fine art textiles.

- I have 5 years experience as a textile designer, working for a Chinese high-end fashion brand company in China.
- I am an expert in pattern design (design in repeat and color reduction), with fine art skills in drawing, painting and photography.
- I am skilled with researching and reporting on seasonal trends, working with design teams on seasonal mood boards and color palettes, fabric selection and fabric development direction.-
- I am experienced with working with the PLM system, managing color palettes for custom patterns and pantone colors.
- I have woven design and technical expertise (floor loom, dobby and Jacquard).
- I also have experience in fabric, accessories and secondary process sourcing in Mainland China, Europe and Japan.

CURRENT EMPLOYMENT

February 2014 – Present **ICICLE**, Shanghai, China

TEXTILE DESIGNER AND COLOUR MANAGER: I design custom and exclusive prints, yarn dyed woven and embroidered fabrics. I work closely with the Design, Merchandising and Sourcing departments to develop suitable patterns that not only meet the designers' requests, but also the demands of the market, target price, lead time and technical requirements. Also I work as a Colour Manager, following the designers' custom colour choices and lab dips from suppliers. I manage Pantone Colour selection and create seasonal colour and print palettes within the PLM software.

June 2013 – February 2014 **ICICLE**, Shanghai, China and Paris, France

TEXTILE DESIGNER/ FABRIC AND ACCESSORIES SOURCING FOR PARIS MODE: I was involved in fabric selection, textile design as well as research and development as described below. I had Sourcing responsibilities focused on ICICLE's new Paris Line, working closely with the French design team.

April 2012 – June 2013 **ICICLE**, Shanghai, China

SOURCING SUPERVISOR (Promotion): I oversaw and managed ICICLE's fabric sourcing departments for China, Europe and Japan, in addition to trim and accessory sourcing. I continued with my Research and Design responsibilities as previously, sourcing and supervising the purchase of pre-production sample length, fabric and accessories. I worked with the merchandising, design, technical and production departments to manage workflow to ensure timely delivery of both pre-production and production fabric. I visited factories and contacted suppliers for fabric development, to negotiate prices, payment terms, lead-times and MOQs and to follow up quality control issues. I maintained and organised fabric records, including custom designs and colour lab dips.

June 2011 – April 2012 **ICICLE**, Shanghai, China

TEXTILE DESIGNER (Fulltime Contracted Position): I was responsible for designing repeat patterns and motifs for printed fabric for each of ICICLE's collections, developing and refining designs according to the designer's requests as well as the manufacturer's requirements. When appropriate, I designed woven fabrics using the AVL dobby loom and computer software to create unique and specific designs for ICICLE, corresponding with mills for manufacture. I attended trade shows and events to research, source new suppliers and to select fabric for ICICLE's collections. I also visited factories, mills and offices to witness the manufacturing process and to meet with suppliers, selecting fabrics and building strong business relationships. When appropriate, I helped with the correspondence and liaison with European suppliers, ensuring clear communication and strong business relationships. I worked with the design director and fashion designers to make the final fabric selection for their collections, researching up and coming trends and analyzing runway reports. I helped the design team to make informed decisions when developing ICICLE's new collections, researching new materials and new developments in the textile and fashion industries and exploring new options that could be appropriate for ICICLE.

PAST EMPLOYMENT

2008-2011 **RISD TEXTILE DEPARTMENT**, Providence, RI, USA

TEXTILE DEPARTMENT TECHNICAL ASSISTANT (Fulltime Contracted Position): My responsibilities included designing, building, maintaining, and repairing technical equipment required within the department. I instructed and supported faculty colleagues and students on machinery and equipment. I ordered and organized supplies and materials, working with colleagues and supervisor to manage budgets as well as coordinate and supervise work-study students. I provided advice and guidance on the technical parameters of student projects, multitasking administrative tasks and balancing responsibilities in the computer lab, Brother knitting machine studio and Graduate studio, as well as the maintenance and operation of the Mimaki digital printer, STOLL industrial knitting machine and Tajima embroidery machine.

2006-2008 **SELVEDGE TEXTILE MAGAZINE**, London, UK

RESEARCH ASSISTANT (Part Time Position): I was responsible for establishing connections with artists and designers in the field, viewing and reviewing exhibitions, attending trade shows. I had experience in marketing, writing, researching, editing and subscriptions management.

2004-2005 **THROUGH THE SURFACE**, Surrey, UK and Kyoto JAPAN

CURATOR ASSISTANT (Internship Experience): I worked for a travelling exhibition of the latest expression of a complex investigation into contemporary textiles, assisting the curator and project director Lesley Millar. We met and corresponded with artists in the UK and, later, Kyoto, visiting their homes and studios. I attended the opening of the exhibition both in Surrey, UK and in Kyoto, Japan, as well as the associated lectures, symposiums and workshops.

VOLUNTEER WORK

2008-2010 **WASTE NOT WANT NOT INC.**, Providence, RI, USA

FOUNDER/DIRECTOR: I envisioned and established a non-profit organization based on the motto: "Waste Not Want Not." I formed a board of directors and presented project proposals and plans for development as well as seeking advice for the legal and financial liabilities of the business. I worked to help support over 40 artists working with reclaimed materials. I coordinated

volunteers and artists to implement special programs and evening events that engaged the greater community, teaching textile skills and encouraging resourcefulness.

2005 **MITRA BALI** Fair Trade Organization, Ubud, Bali, INDONESIA

DESIGN ASSISTANT: I assisted the core design and marketing team as part of VIA (Volunteers in Asia) Summer Study Program, learning the intricacies of a fair trade organization and product presentation. I participated in meetings, visited craft producers and copy edited website material.

EDUCATION

2003-08 **RHODE ISLAND SCHOOL OF DESIGN (RISD)**, Providence, RI , USA

Bachelor of Fine Arts, Major in Textiles, Minor Concentration in Asian Studies and Human Development.

Graduated with Honours

1996-2003 **SEVENOAKS INTERNATIONAL SCHOOL**, Sevenoaks, UK

International Baccalaureate Graduated with 41/45 Points Higher Level English 7/7, Higher Level Art 7/7, Higher Level Math 5/7, Standard Level Design 7/7, Standard Level Psychology 7/7, Standard Level Spanish 6/7, Theory of Knowledge 2/3, Extended Essay 2/3

SKILLS

TEXTILES: Research and investigation into material use for the apparel and interior design industry, considering scale, material and production, print design, construction of compositions and layout in repeat, understanding of colour theory, knowledge of fibres and dyeing, multi harness floor loom, AVL Dobby Loom, Jacquard, machine knitting on the BROTHER and industrial STOLL knitting machines; fabric silkscreen and digital printing, fine drawing and painting skills, Traditional Japanese woodblock technique, hand and machine embroidery.

COMPUTER: Adobe Photoshop, Illustrator, Textile CAD, Design and Repeat Pro, PLM, AVL Weavepoint, Pointcarré, STOLL MI Plus and Pulse Embroidery software, Microsoft Office in Word, PowerPoint and Excel, Macromedia Flash, Wordpress.

LANGUAGES: English, Mandarin, French, Spanish and Indonesian.

AWARDS AND HONORS

2007 Winner of R A X O N Upholstery Fabric Design Competition, USA

2007 Honorary Mention O D E G A R D Rug Design Competition, USA

2002/3 Arkwright Design Scholarship, UK 2002/3 Head of School and Senior Prefect, Sevenoaks School, UK

1999-2003 Sevenoaks School Art Scholarship, UK