

ABIGAIL DARKIN

BA (Hons) Fashion Business and Promotion Graduate

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PROFILE

As a recent BA (Hons) Fashion Business and Promotion graduate, I am now looking towards a career in Buying. My self-directed Dissertation, Final Major Project and Trend Forecasting modules demonstrate my particular interest in the future sustainability of the fashion industry. Throughout my degree, I have established strong research skills, an understanding of consumer demands and market trends, and a proactive approach to driving my own development. Furthermore, I possess excellent communication, analytical and strategy formulation skills, enhanced by previous retail experience.

EDUCATION

Birmingham City University // Degree

BA (Hons) Fashion Business and Promotion

September 2016 - June 2019

Relevant Modules

Buying and Merchandising

- Designed and developed a dress range plan for AllSaints S/S18 using Adobe Illustrator and Adobe InDesign.
- Conducted in-depth brand research and a competitive shop report to measure the retail landscape, identify any future opportunities and aid the justification of the final range.
- Meticulously assessed consumer demands and market trends to develop the range and used appropriate project and time management skills.
- Developed critical paths which included the overall pricing strategy, sourcing and lead times.

Trend Forecasting

- Formulated a Trend Research Document inclusive of key drivers, impacts and innovators to establish a future trend direction for S/S18.
- 'Regeneration' focused on environmental, ethical and sustainability issues and the importance of regenerating ideas, perceptions and outlooks in order to create a sustainable future.
- Identified a key consumer tribe and examined their lifestyle, values, purchasing habits and potential adoption of the trend.
- Developed a Trend Book using Adobe InDesign to communicate a visual aesthetic for 'Regeneration' across multiple sectors and provide creative direction for the trend in womenswear.

Dissertation

- Undertook an independent study to explore how second-life retail models aid the future sustainability of the fashion industry.
- Thoroughly researched and discussed the disposable fashion culture and subsequent environmental impacts.
- Critiqued and analysed potential market growth, successful case studies and key consumers.
- Explored new ways of thinking and innovative retail models to formulate viable market driven recommendations.

Final Major Project

- Proposed, designed and developed a second-life retail app focused on extending the life of clothes using Adobe XD.
- Produced a business plan inclusive of the concept, consumers, competitors, operations, marketing strategy, financial background and future growth strategy.
- Created an accompanying app user guide and press pack to help communicate the new business idea.
- Collaborated with industry professionals to provide expertise in specialist areas, such as finance and app development.

South Cheshire College // A Levels

Art (A) | Sociology (B) | History (C)

September 2014 - June 2016

Thomas Adams School // GCSE's

10 A*-B including Maths (B) and English (A)

September 2009 - June 2014

SOFTWARE SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe XD CC

SketchUp

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

ACHIEVEMENTS

Graduate Fashion Week 2019
New Fashion Media Award
Nominee

REFERENCES

Alison Rapsey
Course Director
BA Fashion Business and Promotion
Birmingham City University, B4 7BD
alison.rapsey@bcu.ac.uk

Katie Putnam
Ladies Nightwear & Swim Buyer
Sainsbury's Store Support Centre
Unit 1 Draken Drive, CV7 9RD
Katie.Putnam@sainsburys.co.uk

PLACEMENT

Ladies Nightwear Buying Intern // Tu (Sainsbury's)
Coventry // May 2018

- Conducted essential administrative tasks alongside the Assistant Buyer such as approvals, archiving and general organisation of development samples.
- Attended and participated in aspects of departmental meetings such as markdown, collection reviews and sign off.
- Improved my understanding of price architectures, analysis of product costing sheets, raising supplier orders and the update of critical paths.

EMPLOYMENT

Assistant Bookkeeper // RGM Construction
Whitchurch // June - September 2017 and June - September 2018

- Recorded and monitored all financial transactions of the business exemplifying effective use of Sage and QuickBooks software.
- Assisted bank reconciliations and responsible for arranging payments and preparing invoices for debtors.
- Implemented an efficient process to accurately organise and monitor supplier payments.
- Friendly and professional communication with customers, suppliers and contractors via telephone and email.
- Effective organisation of worker's time sheets, office records and files ensuring employee confidentiality.
- Provided essential administrative support to management.

Barista // Starbucks
Whitchurch // August 2016 - June 2017

- Provided excellent customer service in line with company vision and policy.
- Provided a professional image of the company by undertaking a positive and courteous working relationship with customers and colleagues.
- Worked as part of a team and shared core responsibilities.
- Worked to a tight timescale and efficient under pressure when dealing with high customer demand.

Customer Sales Advisor // Argos
Whitchurch // November 2014 - July 2016

- Recognised for excellent customer service in providing detailed knowledge and advice on a range of products.
- Advocated company values by putting in to practice an enjoyable shopping experience for the customer.
- Worked as part of a team and undertook a variety of instore roles such as selling, restocking and visual merchandising.
- Developed personable skills and always displayed enthusiasm and confidence when dealing with customers and colleagues.
- Met company sales targets and successfully marketed extra products generating additional revenue for the company.