

Frances White

Freelance Garment Designer

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Garment Portfolio:

<https://www.franceswhite.co.uk>

PROFESSIONAL SUMMARY

Freelance Garment Designer with 20+ years' experience in UK high street and supplier-side womenswear. I create commercial, trend-responsive ranges across jersey, casualwear, denim, and occasion, consistently delivering on sales and margin targets. A strategic thinker and hands-on designer, I manage the full design lifecycle from trend and CADs to fit, factory liaison and final delivery.

KEY SKILLS

- Womenswear Design: Jersey, Denim, Wovens, Occasion, Outerwear
- Trend Forecasting & Market Analysis
- Range Planning & Commercial Strategy
- CAD Design (Adobe Illustrator, Photoshop)
- Tech Packs, Fit Sign-Off & Factory Communication
- Supplier Liaison & Manufacturing Knowledge
- Critical Path & Delivery Management
- Freelance Agility & Fast Turnaround
- Team Leadership & Mentorship
- Buyer Collaboration & Presentation Skills

WORK EXPERIENCE

Freelance Garment Designer – Selected Projects

London remote

Jan 2021 - Present

- **BAM Clothing:** Delivered sustainable jersey and casualwear concepts, including trend-led updates to bestselling silhouettes.
- **Debenhams:** Returned as freelance designer post-perm role to support jersey and outerwear refresh.
- **George at Asda / F+F at Tesco:** Designed new casualwear lines sourced from Indian and Far East suppliers; supported buyer-supplier negotiations.

- **Cashiboard HK:** Acted as both designer and account lead for softs supplied to Evans, BHS and Littlewoods. Liaised closely with factories on fit, sealing, QA, and deliveries.

Design Manager

Debenhams Ltd London

Sep 2010 - May 2020

- Managed a design team delivering 8 seasonal ranges annually across jersey, denim, outerwear, tailoring and softs.
Relaunched **Principles** brand, delivering £26M in first-year sales and sustained YOY growth.
- Designed the **Maine casualwear** range, the top-performing casual brand (2018–2020).
- Presented design strategy and vision to senior leadership and CEO.

Senior Designer – Occasionwear

Debenhams PLC London

2006 - 2010

- Designed for **Julien Macdonald**, **Ben de Lisi**, and **Debut**; focused on premium construction and embellishment.
- Played a key role when Debenhams was UK market leader in dresses.

Senior Designer – Casualwear

Evans Arcadia

2002 - 2004

- Developed cohesive, trend-led ranges in denim, jersey, casual wovens and outerwear working collaboratively with the buying team.
- Focused on inclusive design, fit and grading for the plus-size market, contributing to significant sales growth.
- Traveled with the buying team to source ranges from Greece, Turkey, HK/China, India and Taiwan.

Senior Designer – Casualwear

D.P's Arcadia

1999 - 2002

- Designed best selling casualwear ranges in line with commercial and customer insights.
- Delivered strategic sales growth with trend-responsive collections.

Designer – Young Fashion

Freemans

1996 - 1998

- Developed young fashion ranges for catalogue; worked on layout and offshore sourcing trips.

Designer – Young Fashion

Real Clothing Co

1993 - 1995

- Supplier-side design for New Look and Bay Trading.

Junior Designer – Jerseywear, branded Casual wear

Stuart Peters, Naughty Clothing, Splinter

1990 - 1992

- Supported jerseywear and branded design for UK high street retailers and brands.

EDUCATION

University of Westminster (*formerly Harrow College of Technology*)

B.A. (Hons) Degree in Fashion Design

Sep 1986 - June 1989

General Assembly *UX Design Certificate*

Sep 2021 - Dec 2021

IATE *Data Technician Apprenticeship Level 3 Distinction*

Feb 2024 - Feb 2025