



Sarah Hayes

Womenswear Design Consultant

London, UK

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Languages

English (Native)

About

Hello, I'm Sarah a fashion designer with over 10 years of experience specialising in jersey and knitwear. Previously at Michael Kors (NYC) I now reside in London, UK.

BRANDS WORKED WITH

- BexTex Ltd.
- Jonathan Simkhai
- Michael Kors
- Michael Kors (continued)

Experience

● Design Consultant

| Apr 2021 - Now

- Working on independent WW jersey & knitwear design projects for clients internationally. Services include: technical package development, trend & colour research, concept creation, fabric/ yarn/trim sourcing, knit swatch development, silhouette exploration (hand/illustrator/CAD sketches).



● Senior Designer

Michael Kors | May 2019 - Apr 2020

- MMK Womenswear Knitwear & Jersey Senior Designer (May 2019 - April 2020)
- Led the design process for the jersey & knitwear department, overseeing all stages from concept development to production by using trend intelligence and an understanding of the current and past business history.
 - Identified innovation opportunities through market research and trade event participation.
 - Collaborated with Design Director to create seasonal mood boards for colour, fabric, and design direction.
 - Conducted meetings with fabric and overseas vendors; sourced and selected new fabrics/yarns.
 - Managed seasonal SRS fabric/yarn charts, recoloured artwork, created pitch sheets; oversaw the lab dip and strike off approval process from concept to production.
 - Presented seasonal sketches, fabrics, and yarn selection to senior management.
 - Created SRS tech packs with technical sketches, measurements, construction details, fabric/yarn information, colour, and trim details.
 - Managed junior designers by conducting monthly touch bases, providing guidance, feedback, and support to foster their professional growth. Administered annual reviews to assess their performance and set development goals.
 - Built strong cross-functional relationships with merchandisers, production team, and technical designers.
 - Collaborated with sales and production teams to understand cost constraints, delivering cost-effective design solutions.
 - Led fittings and worked with technical designers to ensure desired fit for production; clearly communicated any changes to production team and overseas factory.



● Designer

Michael Kors | May 2016 - May 2019

- Supervised the jersey & knitwear department from ideation to manufacturing, utilizing trend analysis and a comprehensive grasp of the company's historical performance.
- Collaborated with Design Director on seasonal concept; presented seasonal sketches, fabrics, and yarn selection to senior management.
- Selected qualities from mills and vendors that fell in line with seasonal concept and company aesthetic.
- Created, ordered, sent out, and maintained SRS fabric/yarn charts for each season.
- Created SRS tech packs with technical sketches, measurements, construction details, fabric/yarn information, colour, and trim details.
- Managed all overseas communication with sample facilities for sample

execution from concept to production.

- Managed junior designers professionally and creatively, ensuring all deadlines were met.
- Built strong cross-functional relationships with merchandisers, production team, and technical designers.
- Recoloured prints and artwork to support seasonal concept; created pitch sheets, sent out artwork and colour standards to overseas factories; oversaw the lab dip and strike off approval process from concept to production.
- Attended fittings and worked with technical designers to ensure desired fit for production.

● Associate Designer

Michael Kors (continued) | Oct 2013 - May 2016

MMK Womenswear Knitwear & Jersey Associate Designer (October 2013 - May 2016)

- Researched market, media and internal brands for design inspiration, fabric, silhouette, and trim ideas.
- Collaborated with woven design team to develop cohesive seasonal collections consisting of initial sketches, CADs, knit downs, and embellishment layouts.
- Contributed to design brainstorming sessions and offered creative ideas & cost effective design solutions.
- Conducted fabric/yarn research and sourcing activities with overseas and local vendors.
- Developed tech packs with sketches, SRS measurements, fabric, colour, trim, and construction details.
- Assisted with sample fittings and made design adjustments as needed.
- Prepared presentation materials for buyer meetings.
- Communicated daily to overseas vendors to implement and manage development process to completion.
- Created, ordered, sent out, and maintained SRS fabric/yarn charts for each season.
- Oversaw fabric, yarn and print development from conception to production.



● Assistant Technical Designer

Michael Kors | May 2012 - Oct 2013

- Assisted Sr. Technical Designer in creating SRS tech packs, including detailed specifications for measurements, materials, and construction methods.
- Prioritized fit list, measured samples, organized fit tools, and checked fit history prior to attending fittings.
- Released technical packages with first fit specifications and corrections to overseas office.
- Assisted in size grading and resolved any production issues related to sizing, proportions, and embellishment layouts.



● Freelance Design Assistant

Jonathan Simkhai | Apr 2012 - May 2012

- Drafted/fixd patterns, rendered illustrations, and draped Resort '13 looks.

● Internship

BexTex Ltd. | Jun 2011 - Jan 2012

- Designed and developed embroidery, print layouts, and denim wash treatments.
- Developed cohesive seasonal collections consisting of initial sketches, CADs, and embellishment layouts; completed tech packs for initial prototype sampling.
- Worked with sample makers to complete garments in a timely manner.

Education & Training

2007 - 2011

● Savannah College of Art and Design

Bachelor of Fine Arts, Fashion

