




Andrew Thompson


Design Director | Creative Director | Responsible Approach to Design | Brand Communication Expert

 London, UK

[Portfolio link](#)

[View profile on Dweet](#)

Links

 [Website](#)  [LinkedIn](#)

Languages

English (Native)

About

A creative and innovative Footwear Design lead with over twenty years experience. I have the ability to translate ideas into financial global success. Driving the brand vision from concept stage through to production. Managing, mentoring and motivating the design teams to continually drive results. My collaborative approach enables me to influence marketing/online/social media teams ensuring a successful omni channel business whilst maintaining brand tone of voice.

I consider myself an excellent team player who faces every challenge with a positive mindset - a quality that is essential in driving business forward.

My experience allows me to work from dual perspective. I have a commercial eye with an acute attention for detail, and most importantly I am extremely passionate about product.

Specialties: Meticulous attention to detail and aesthetics.
Strong awareness of trends - cyclical, current and classic.
Very good balance of commercial and innovation applied product.

It is my belief that in order to be future facing as a creative organisation we must understand key shifts and movements that are informing how people live their lives. Throughout my career I have always approached my work for humanistic POV, helping brands understand the bigger picture and these key Macro shifts, analysing how these filter down and understanding how they manifest on a societal and consumer level.

Educating teams / brands in all aspects of design, broadening their perspectives and seeing this come through in product is at the forefront of my work. I relish in the research process, always being curious and tenacious in my approach to find different outcomes incorporating qualitative design and trend methodology.

I am generally passionate about sharing what I have learnt and enjoy telling great stories that create excitement and engagement. My attention to detail has been a contributing factor in my success throughout my career.

BRANDS WORKED WITH

C&J Clarks International

Fablefootworks

Hudson Shoe Agencies

Kurt Geiger

Lloyd Shoe / Hudson Shoe Company

The Walt Disney Company

Experience

● Founder at Fable Footworks

Fablefootworks | Sep 2019 - May 2022

Vans USA / Soho Grit / Amazon Fashion / White Stuff / Unique Style Platform / Various

Design Direction

- Design & development working to customer briefs
- Trend direction and seasonal story building
- Building brand DNA & seasonal narratives to support and drive growth for small & large businesses
- Providing material and colour analysis from a trend perspective balancing commercial trends and future facing innovations

Creative Direction

- Producing creative strategies for all assets and communications
- Art direction from concept to completion – covering and not limited to photoshoots & Instagram
- Working with multi-disciplinary teams to drive project concepts over-seeing all areas of the process to deliver on the brands visual standards

Sourcing & Production

- Advocate for responsible design encompassing eco and social impact
- Global perspective in sourcing shoes and accessories
- Product managing the design process working with factories on cost, design and critical path to ensure products are launched successfully

Masterclasses

- Sourcing – “Where to start?” aimed at start up brands
- Sustainability & Responsible Design – “How to design with a conscious mindset?”

Editorial

- Contributing Editor @ The Industry

I specialise in helping brands launch new products and tell their narratives by providing an holistic design service from concept and brand positioning through to consumer facing aspects including online and social media aspects.

Alongside my creative design experience I have recently worked on sustainable projects helping to bring this to the forefront of the industry.

● Creative Director

Hudson Shoe Agencies | Aug 2018 - Sep 2019

Leading the creative strategy for the brand ensuring brand DNA consistency whilst driving newness

Inspiring the design team and encouraging them to be ‘trend obsessed’
Implementing systems and processes to ensure critical path was followed and maintained allowing time for a thorough creative process.

● Design Director

C&J Clarks International | Sep 2017 - Aug 2018

Managing a team of 15 including x 2 Heads of Design.

Driving internal design culture to develop original design handwriting inline with brand pathways and vision.

Implementing processes to increase creativity of design team - creating an inspirational environment.

Regenerated the "Dress" category by researching archival styles to deliver a new "icon"

Established design competencies to improve ways of working and drive creativity to influence the wider business.

Harnessed teams creativity with commerciality to drive sales and profit.

Brought together all creative facets of the business to work collaboratively in delivering the brand vision. This included 3-D printed models, digital imaging, renderings, prototypes and sketches.

Created design vision and implemented it across all footwear categories.

Brand Global – working with concept, colour and materials teams to continuously drive newness and ensuring all ranges were aligned with Clarks team in Boston.

● Head of Mens Own Buy

Kurt Geiger | May 2015 - Jan 2017

Responsible for men's own buy, overseeing both buying and design teams

Identified and implemented new key sourcing opportunities giving the men's more flexibility and opportunities

Implemented systems and processes for BMD to follow – ingredients meetings, range reviews



Building relationships with all arms of the company to grow the men's business through marketing, PR and involvement with stores.

Consolidated supply base and potentialised on margin opportunities subsequently

Been successful in establishing new selling channels through building stronger ranges

● Head of Design

Lloyd Shoe / Hudson Shoe Company | May 2007 - Jun 2015

Overseeing Topman, Ben Sherman and Burton Footwear.

Managing design team ensuring that brands handwriting and integrity is maintained.

Continually driving the business in terms of sub brand development (House of Hounds & Synonymous).

Inspiration trips for the whole business, identifying key looks / trends for each individual brand.

Working with Europe, China, India and Dubai factories.

Developing team to a high standard - implementing competency based development structure.



● Senior Product Design/Development Manager

The Walt Disney Company | Jun 2022 - Now

- Leading a team of 10 to deliver Design & Creative strategies to global brands
- Key Accounts – Adidas Global, Eastpak, Samsonite, Happy Socks, Ray-ban, Oakley, Swatch, Geox