



Amanda Wade

TSenior Accessories Designer

📍 New York, NY, USA

✅ Amanda is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Freelance Assignments

Skills

Adobe Creative Suite (Advanced)

CAD Tools (Advanced)

Microsoft 365 (Advanced)

Mockups (Intermediate)

Merchandising (Intermediate)

Strategic Planning (Intermediate)

Languages

Dutch

English

About

BRANDS WORKED WITH

Liz Claiborne Brands

Loungerie

Victoria Secret / Henri Bendel

Experience

● CONTRACTED ACCESSORIES DIVISION DIRECTOR

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● STARTUP BRAND MENTOR

| Jan 2019 - Jan 2022

I have been mentoring a handful of start-up fashion brands since 2019. The lines vary from Sonix (tech accessories and sunglasses with their accessories), Jem Adorn (Jewelry), and Hang Accessories (luggage and travel accessories). My guidance includes but is not limited to building brand identity, explaining design process, outlining tech packet requirements, creating inspiration directional boards, and guided price tiering.

● CONTRACTED ACCESSORIES DIVISION DIRECTOR

Loungerie | Jan 2019 - Jan 2020

Developed the first ever accessory division of this well-established Brazilian brand that was seeking to expand wanted to expand their product offering. They sought me out, based on my work with Henri Bendel. Division Director responsibilities: Heavily researched trends and built PowerPoint presentations, designed collections for a wide range of categories to tell a seasonal story, merchandised based on price buckets and IMU. The collections included handbags, jewelry, home accessories, travel accessories, scarves, and much more. Worked with store design to create fixtures and display elements to enhance the product. Directed window display design to tell the complete story. Traveled to China to attend fairs and visit factories. Guided head designers at factories on style and material usage.

- Deep dive each season into trend and color researching
- Continually looking at street style and runway shows
- Presented final product to Creative Director and CEO
- Created visual direction for store presentation
- Collaborated daily with product design
- Kept to tight deadlines
- Mentored aspiring assistant designers
- Traveled to Brazil to present collections
- Partnered with all company divisions WORK ATTRIBUTES — Developing and Mentoring Designers Fashion analyst Inviting a collective approach Inspiring and Supporting Team Members Trend Spotting Brand Development Analyze Sales Reports to Maximize Impact Creating Cutting Edge Designs Utilizing the Newest Materials and Techniques Calendar Driven

● CONTRACT DESIGNER

Liz Claiborne Brands | Jan 2005 - Jan 2007

(2011 – 2019) HENRI BENDEL (LIMITED BRANDS) NEW YORK, NY Introduced new categories to the brand based on seasonal trends to remain cutting edge and relevant. Design Director responsibilities: Researched fashion trends and built brand appropriate inspiration boards, drafted CAD's (Computer Aided Design), presented designs, compiled tech packs, and packaging. Lead Designer on Sunglasses, Prints, Scarves, Cold Weather, Leather Gloves, Key Fobs, Hair Accessories, Dog Collars/ Leashes, Travel Accessories, and Hats. In addition, created Small Leather Goods and Jewelry Collections.

- Managed, mentored, and trained new designers, freelancers, and internship recipients
- Worked with Concept Director and Creative Director to create brand appropriate seasonal trend boards for all teams; to include trends, materials, print, and product inspiration
- Built directional boards for the individual categories company wide Or-

ganized and Focused Always Looking for New Innovative Ways to Design Product Continually Researching Collaborate and communicate cross functionally

- Conducted competitive trend analysis through inspirational shopping both locally and abroad
- Presented to divisional heads, creative leads, while evolving the story to create cohesive product
- Managed three calendars simultaneously: clothing, sunglasses, and the main team calendar
- Designed a seasonal sunglass assortment in partnership with our licensor, Marchon
- Attended trade shows and forecasting seminars locally and abroad to source new materials, construction, and direction to create innovative and cutting-edge product
- Worked with product developers and vendors to ensure materials were the highest possible quality. Presented multiple ideas to push the factories' capabilities on fashion forward styles in fabrics, yarns, leathers, and metals with various treatments and blends
- Over the years, I took many brands and categories from open line/non-branded product to in house and propelled those lines to profitability
- Lead design team in exceeding annual plans
- Created hand samples in all categories to captivate the design essence and to guide the vendor execution. For first time accuracy (i.e. jewelry, knitted capes, and cowls, sew up leather gloves, handbag panels, and key fobs) CONTRACT DESIGNER (2005 – 2007) LIZ CLAIBORNE BRANDS NEW YORK, NY Branched out designing new categories. Designed scarves for Liz Claiborne, created prints for Sigrid Olsen, designed jewelry for Kenneth Cole and Laundry by Shellie Segal, and men's belts and hats for Juicy Couture.
- Designed layouts, supplied quick sketches, and used CAD
- Developed trend boards and provided material direction for design presentations

● LEAD JEWELRY DESIGNER

Victoria Secret / Henri Bendel | Jan 2004 - Jan 2005

(2007 – 2011) VICTORIA SECRET / HENRI BENDEL (LIMITED BRANDS) NEW YORK, NY VP of Design brought me over from our previous company to build the accessories division for these iconic brands. Partnered with President to built brand DNA and core brand aesthetics including fonts, core colors, and overall direction. Carefully curated collections with strongest categorical direction. Director responsibilities: Researched fashion trends and built brand appropriate inspiration boards, drafted CAD's (Computer Aided Design), presented designs, compiled tech packs, and packaging. Lead Designer on small leather goods, travel, jewelry, cosmetic accessories, hair accessories, and footwear.

- Designed Henri Bendel fashion and sterling silver jewelry groups
- Prepared presentation boards for management meetings
- Worked directly for VP of Design on all new categories within accessories
- Traveled to Paris for brand identity components
- Prepared for launch of each category LEAD JEWELRY DESIGNER (2004 – 2005) MEXX (LIZ CLAIBORNE BRAND) NEW YORK, NY Mexx, was a Dutch fashion brand that expanded into the US market, and I was the lead jewelry designer for this expansion.
- Designed Jewelry on a monthly turnover
- Merchandised lines: Plotted out price points and product flow. Strategized TOC and case line product
- Created signature hardware
- Presented design direction for category
- Designed, tech'ed, commented at all stages of prototyping