



Asa Palmstierna

Head of RTW and Knitwear at J&M Davidson

📍 London, UK

✅ Asa is **Available to work**

[Portfolio file](#)

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

Design Production (Advanced)

Design Development (Advanced)

Knitting (Advanced)

Draping (Advanced)

Research Projects (Advanced)

Fashion Design (Advanced)

Art Direction (Advanced)

Languages

Swedish (Native)

English (Fluent)

French (Basic)

Italian (Basic)

Japanese (Basic)

About

Freelance clothing and knitwear designer with experience in European and Japanese market

BRANDS WORKED WITH

ASAI

Cacharel

Chloé

Emilia Wickstead

Jigsaw Clothing

J&M Davidson

LVMH

SNS Herning

Vogue

Experience



● Head of RTW and Knitwear

J&M Davidson | Feb 2021 -

● Freelance Knitwear Designer

Jigsaw Clothing | Nov 2019 - Mar 2020

- Design the knitwear collection together with Head of Knitwear and the team, making sure the collection is consistent and well balanced.
- Create detailed sketches by hand, implementing the seasonal colour palette.
- Research themes and inspirations as well as staying informed with technologies, trends and sustainable solutions.
- Collaborate with Product Development and Merchandising Departments.
- Ensure all sketches and tech packs are timely launched in line with critical path.
- Partake in sample fits and line edits.
- Communicate with factories and product development teams, both domestic and overseas.

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● Knit Designer & Consultant

ASAI | Jul 2019 - Mar 2020

- Working on innovative and commercial knitwear to help support and grow the business together with creative director.
- Coordinate sample production process to ensure that samples are produced and delivered on a timely basis.
- Lead sample fits and line edits.
- Yarn and trim sourcing, development and purchasing

● Knitwear Designer & Consultant

SNS Herning | Nov 2017 - Sep 2018

- Interpret seasonal mood and concept together with Creative Director.
- Research and develop sweater stitches and techniques.
- Developed collections for both men and women.
- Sketch by hand, drape and create mock ups based on original ideas and inspiration images.
- Spec new designs.
- Create detailed development tech packs, including all measurements, stitch and construction information. Issue these tech packs to factories.
- Communicate with our Danish factory to ensure all samples are executed to our specifications and maintain our original intent.
- Collaborate with the Creative Director in choosing yarns.
- Ensure development of samples by adhering to calendar.

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● RTW Clothing and Knitwear Designer

J&M Davidson | Aug 2014 - Sep 2017

- Setting the design direction for the season by creating mood boards, colour, embroidery designs, yarn and fabrics collections for Creative Director to review.
 - Annually design and develop 4 clothing (including leather, jersey and denim) and 2 knitwear collections as well as consult the leather goods department.
 - Source materials used for clothing and knitwear; from fabrics, yarn, trim, prints to embroidery by visiting fabric fairs.
 - In charge of the complete product development cycle, from initial clothing and knit sketch handover, spec/tech pack drawing to quality control of the final garment.
 - Attend fittings and liaise with our factories in Italy, France, Hong Kong and Japan.
- Developed a new aesthetic and line of clothing and knitwear to launch the flagship shop in Mount Street •Closely working with our sales and export office in Tokyo.
- Delegate, train and motivate junior members of the design studio.
 - Assist with creating contents for website and ecommerce.
 - Organise and style looks for photo shoots and presentations.
 - Increased clothing sales by 87% and knitwear by 42% year on year revenue (AW16-AW17)

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● Print Design Intern

Cacharel | Apr 2013 - Jun 2013

- Creating digital prints, from the initial research stage to examining the finished products from the factories.
- Digitally producing and reworking excising logos, knitwear intarsias, technical drawings and artwork.



● Womenswear Design Intern

Chloé | Jan 2013 - Apr 2013

- Supporting the womenswear design team with creation of toiles and designing of trimmings.
- Undertaking research and developing embellishments and embroideries for showpieces.
- Researching new themes and producing prints for the upcoming collection.
- Creating design variations through Photoshop and Illustrator.



● Design Studio Intern

LVMH | Aug 2012 - Dec 2012

- Undertaking research, sample and trim manipulation as well as embroidery development. Due to my computer skills I was put to create and modify prints as well as and creating print placements for show garments.
- Participated in fittings and meetings with the atelier.



● Editorial Intern

Vogue | Apr 2011 - Jun 2011

- Undertaking research, sample and trim manipulation as well as embroidery development. Due to my computer skills I was put to create

and modify prints as well as and creating print placements for show garments.

- Participated in fittings and meetings with the atelier.



● Design and production Assistant

Emilia Wickstead | Sep 2009 - Jun 2011

- Part time position as an atelier seamstress
- Duties included: sewing and cutting fabrics, hand embroidery, ordering trimmings and fabric for production as well as attend client fittings.
- Within time I was given additional responsibilities such as quality control of finished garments.

Education & Training

2010 - 2014

● Central Saint Martins College of Art & Design

Bachelor of Arts (BA) Hons,

2009 - 2010

● London College of Fashion

Foundation degree,