

Gemma Elizabeth Rorison (nee Pepper)

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I am an experienced footwear design/account manager with 14 years experience in most aspects of designs from children's, men's to commercial ladies casual fashion. I have worked for several high street sports brands as a designer and design manager and recently changed direction to incorporate sales with design, managing major multiple retail and chain store accounts. I am a highly organised and competent footwear designer who is able to innovate within commercial boundaries and have extensive knowledge through frequent travel to the Far East of requirements of both the customer and the factories. I have worked my way through the footwear ranks from working as a kids shoe fitter to design manager with 4 designers working within my team. I graduated from De Montfort University Leicester in 1995 with a 2:1. I am a competent at using Adobe Photoshop and Illustrator. "My passion for shoes gives me great enjoyment - especially when I see people wearing shoes I have designed".

Sept 2008- present day – Freelance designer

I have been freelancing for a number of suppliers and retailers including Brantano, Kangaroo's (Norway) Everlast and Startrite, designing Sports footwear, Kids shoes, wellies, and men's and ladies casual shoes and orthopaedic footwear. Work includes basic design, presentation cads and specs.

May 2005-Aug 2008 Rushton Ablett Ltd Design/sales manager

Key achievements

- ❖ Designing new moulds and sole units and following them through to production for ladies jellies, men's casuals, wellies and children's Shoes sold in Schuh, Office, Topshop, Brantano, Next, Aldo, George, Stead and Simpson and TU.
- ❖ Designing a commercial range of shoes for individual customers needs including Wellington print ideas influenced by forth coming fashion trends with Designs regularly featured in fashion magazines.
- ❖ Managing designers and briefing work to hit deadlines
- ❖ Regular trend analysis and presentations to buying and design teams
- ❖ Liaising with technical support on fitting and aesthetic changes
- ❖ Travel to the Far East, taking customers around factories to develop new ideas and review production
- ❖ Developing new accounts from scratch and also increasing turnover on existing accounts for the last three years. Dealing with issues direct with the customer
- ❖ Firm understanding in Children's character licences and co-ordinating a designer to develop a core range. Working with children's licensing houses Mattel, Marvel and Hit. Attending licence seminars and feedback days
- ❖ Firm understanding in ordering shoes on an FOB and delivered basis. Working with shipping department ensuring orders are shipped and delivered to hit customer warehouse deadlines Following samples to production, placing orders with the merchandisers and overseeing price and packaging issues
- ❖ Attending trade fairs, working on the stand working to building new business within the UK and the rest of the world.

Aug 2003-April 2005

Northern Leather Goods Design Manager

Key achievements-Slazenger

- ❖ Designed 2 ranges of authentic retro shoes and a commercial mainstream range from inspiration from 1970's squash and tennis shoes for Men's and ladies.
- ❖ Developed lasts and sole units from designs through to production in Taiwan and Vietnam
- ❖ Visiting Taiwan and Vietnam to place product in the relevant factories and follow the development of samples and production. Sourcing fabrics and trims from suppliers in the east and UK.
- ❖ Designing packaging and pos to accompany the product
- ❖ Visit customers with a sales manager
- ❖ Working directly with the marketing agency Successfully launched consumer orientated PR campaign with celebrities such as Robbie William and Trevor Nelson wearing the product
- ❖ Successfully secured placement of Authentic range within key aspiration footwear outlets Schuh, Size?, Topman, Topshop, Selfridges
- ❖ Secured distribution of Slazenger with several mainstream volume accounts such as sports world, Macro, TJ Hughes with a commercial mainstream range.

Key achievements-NLG

- ❖ Launched the children's licence 'Dora the explorer' into the Uk footwear market successfully selling to all the major Uk footwear outlets. Sending to designs to licensing house and following the licence product through to production
- ❖ Managed a team of 3 designers and created footwear ranges sold in the Uk and European retail outlets. Managing a design team, training and motivating designers creating briefs and designing ranges of hiking, sports, kids and ladies fashion shoes.
- ❖ Identifying trends - research trips to Europe and USA. Visiting all the relevant footwear trade shows and comp shopping.
- ❖ Extensive travel to the far east with in depth knowledge of production in China and Vietnam
- ❖ Designing and sampling footwear and following orders through to production.
- ❖ Visiting key customers with a sales manager
- ❖ Sending to designs to licensing house and following the licence product through to production
- ❖ MTO ranges for a number of uk retailers including Men's, ladies and children's casual shoes, joggers, hikers, sandals and canvas shoes.

September 1998 –August 2003

G H Warner/Mercury Sports, Essex

Senior Sports footwear designer working on the Mercury range sold in the Uk and Europe

January 1996-september 1998

Ascot International, Surrey

Sports and casual shoe designer creating ranges for Ascot, Us brass and Mc Adam.

September 1989-December 1995

Clarks Shop, Peterborough

Children Fitting Supervisor - Saturdays and Holidays

References available on request