



..... where quality apparel begins

JOB DESCRIPTION

Employee Name

Job Title

JUNIOR FASHION DESIGNER

Department

Product Development & Design Support

- Source fabrics, trims and components aligned with tech packs and brand direction (guidance provided by Singapore sales team)
- Conduct market research and trend analysis to inspire seasonal collections.
- Create sketches, mood boards, and color palettes to communicate design ideas effectively.
- Develop technical drawings and specifications for garments, including pattern layouts, fabric choices, and construction details.
- Conduct fittings, revise samples and finalise detailed specifications.
- Present design concepts to internal stakeholders and clients.

Sourcing & Procurement

- Collaborate with the merchandising team, sample room technicians, and pattern makers to ensure designs are technically feasible and can be produced efficiently.
- Oversee the sampling process, providing feedback and making necessary adjustments to designs.
- Maintain accurate design documentation and records.

Market Analysis & Trend Forecasting

- Stay abreast of emerging fashion trends, materials, and technologies.
- Conduct market research to identify potential opportunities and target audiences.
- Analyse sales data and customer feedback to inform design decisions.
- Conduct competitive analysis to identify market gaps and opportunities.

Cross-functional Coordination

- Effectively communicate design concepts and ideas to cross-functional teams, including marketing, sales, and production.
- Collaborate with other designers and creative professionals to brainstorm and develop new ideas.

Other Duties as Assigned

- Participate in industry events, trade shows, and fashion presentations.
- Assist with the development of marketing materials.

Key Requirements

- Stay current on industry best practices and software.
- Strong communication, negotiation and interpersonal skills.
- Fluent in both written and spoken English and Mandarin.
- Proficient in Microsoft Office and Creative Cloud (Adobe Photoshop, Adobe Illustrator) applications.
- Highly organised, proactive and professional.
- Creative mindset with a strong sense of aesthetics, color texture and silhouette.
- In-depth knowledge of fabrics, textiles and garment construction techniques.
- Ability to manage multiple projects in a fast-paced environment.
- Strong understanding of fashion trends, market demands and consumer preferences.

NOTE: The above activities are no means exhaustive and are subjected to amendment whenever is needed.

	Designation	Signature	Date
Prepared by			
Reviewed by (HOD)			
Endorsed by (Head of HR)			