

# SHEILA DASS

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**Profile:** I am both motivated and enthusiastic, with an outgoing personality. Having worked in the fashion industry for over 30 years I have a range of technical knowledge and excellent communication skills. My attitude to my work is professional and I am able to work effectively in a creative and commercial environment.

## EDUCATION & QUALIFICATIONS

1994-1991: Central Saint Martins College of Art & Design – **MA (Hons) Degree in Fashion – PASS**

1991-1994: University of Central England - **BA (Hons) Degree in Fashion - 1<sup>st</sup> Class**

1989-1986: Bourneville College of Art & Design - **BTEC Diploma in Fashion – Distinction**

1986-1984: Sutton Coldfield College of Further Education - **GAD Art & Design – Merit**

1980-1986: Handsworth Wood & 6<sup>th</sup> Form College - **A&O Level Art, English Literature & Language, Mathematics, Biology**

## WORK EXPERIENCE

**2021-Current:** Launched Jekyl and Hyd clothing line. [www.jekylandhyd.com](http://www.jekylandhyd.com)

**Sept 2016-2021: Spirit- Creative pattern cutter for Asos, Warehouse and Oasis –** This role involves developing manual creative patterns for women's wear dresses and separate's, including tops, shirts, skirts, trousers, jumpsuits, and soft tailoring, in woven and jersey fabrics. My main role involves alterations following spec comments, attending fit meeting if necessary to see patterns through to sealing stage for factories. With a good eye for detail and strong creative ideas I have the ability to work closely with designers and garment technicians. Due to strong technical skills and a good understanding of garment construction across product types I am able to problem solve. I work efficiently with the machinists, and sample cutter to ensure patterns are finished in the most effective way to produce the best results. I have the ability to work accurately and efficiently in a fast paced environment, and to prioritize my workload to ensure I meet deadlines. This involves good communication skills and being a good team player, as well as being self motivated.

**March-Sept 2016: Misfit/PSyn- Creative pattern cutter for New Look and Urban Outfitters**

Working on women's wear dresses and separate's in a variety of fabrics, in a fast pace environment to meet deadlines.

**2010-Jan 2016: Kim Fashion, Creative pattern cutter -** Responsible for developing manual creative patterns for woman's wear dresses, soft separates and soft tailoring in a variety of fabrics from woven to jersey. Seeing patterns through to the toiling process, involving fit meetings, and alterations to produce first samples. I am able to advise junior pattern cutters, as well as designers for technical requirements needed to ensure the garments were produced to there best. Able to work from sketches, cad drawings, and spec sheets as well as samples to produce first patterns. As well as managing my own workload and updating blocks relevant to customer requirements, and making sure all paperwork was kept up to date and in order.

**2010 : Rejina Pyo, Creative Pattern Cutter -** Working on soft tailoring, dresses, and separates doing alterations and fittings for final patterns.

**2010-2012: Cross + Spot: Women's wear Creative Pattern Cutter -** Developing first patterns for dresses, tops, skirts, trousers as well as fittings, and alterations for first samples.

**2002- 2010: Anonymous, Creative Pattern Cutter** - Producing patterns for dresses and separate's in jersey and woven fabrics. Responsible for the design pattern department. Organising my own workload as well as overseeing the sample cutter and machinist. Attend fit meetings with the design directors, and alterations through to first samples, meeting all deadlines.

**2003- 2007: Marangoni Institute, Teaching pattern cutting** - Interpreting design requirements and creating first patterns from sketches to finished garments. Working with a variety of fabrics, garment styles and construction methods.

**2003-2004: Zandra Rhodes, Creative Pattern Cutter** - Involved draping garments as well as flat pattern cutting, toiling and fits, working with delicate fabrics.

**2002-2002 : TOP SHOP, Creative Pattern Cutter** - Working on designer ranges for dresses and separate's, in woven and jersey fabrics.

**2003-2004: Kingston University-visiting Lecturer** - Teaching students to work with basic blocks as well as creative development. Producing patterns both from concept drawings and spec sheets.

**2002-2003 : Betty Jackson - Creative Pattern Cutter** - Working on spring/summer 2003 collection for dresses and separates in woven and jersey fabrics.

**2002-2003 : Joe Casley Hayford, Creative Pattern Cutter** - Worked on spring/summer 2003 collection for women's wear in woven and jersey fabrics. This role involved pattern cutting, sample cutting, sewing toiles, and fit meetings.

**2002-2003 : Warehouse, Creative Pattern Cutter** - Creating first patterns for soft jackets in woven and jersey fabrics.

**2002 -2003: Christian Blanken, Creative Pattern Cutter.** - Worked on Autumn/Winter 2002 Collection for dresses and separates in woven and jersey fabrics.

**2001-2003 : Jasper Conran, Creative Pattern Cutter** - Worked on Autumn/Winter 2002 Collection for dresses and separates in woven and jersey fabrics.

**2001-2002: Betty Jackson, Creative Pattern Cutter** - Worked on Autumn/Winter 2002 Collection for dresses and separates in woven and jersey fabrics.

**2000-2002: Michiko Koshino, Creative Pattern Cutter.** - Worked on women's casual wear including dresses and separates in woven and jersey fabrics.

**1998-2000: University of Central England, Birmingham, Visiting Tutor 1<sup>st</sup> and 2<sup>nd</sup> year BTEC students**  
Worked with Degree students teaching pattern cutting and styling their projects.

**1996-1998: Abelrose Ltd, Alison Hayes, London, Assistant to Head Designer** - Assisting the Designer on womenswear range, as well as dealing with fabric agents and fabric sourcing.

**March 1996-July 1996: Alexander McQueen, Assistant to Head Designer** - Worked on Spring/Summer 1996 Womenswear Collection of dresses and separates in woven and jersey.

**1996 Assets Knitwear Ltd - Freelance Range Co-ordinator** - Worked on knitwear co-ordinating shape, fabric and colour.

**1993 Ben de Lisi - General Assistant** - Assisting the pattern cutter on first patterns.

#### **Artistic Achievements:**

1994 - Interviewed by the Clothes Show and selected to show BA Collection at the Gala catwalk show during Student Fashion Week. 1996 -A page spread in SCENE magazine covering MA Collection