

PERSONAL BRANDING

LOGO

CV

COVER LETTER

BUSINESS CARD

SELF PROMOTION





Typeface

COOPER BLACK
Aktiv Grotesk Logo Font 2

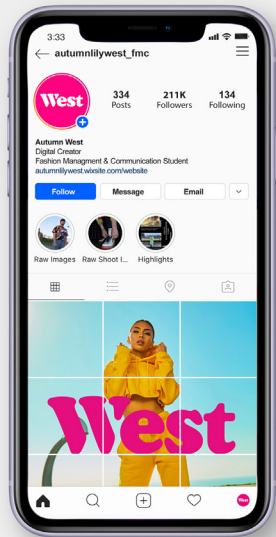
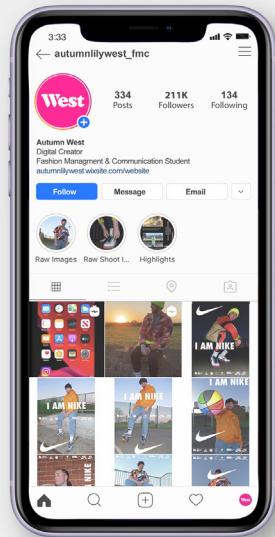
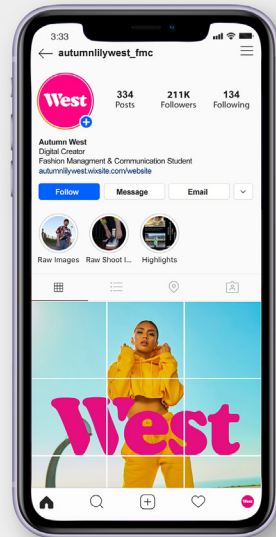
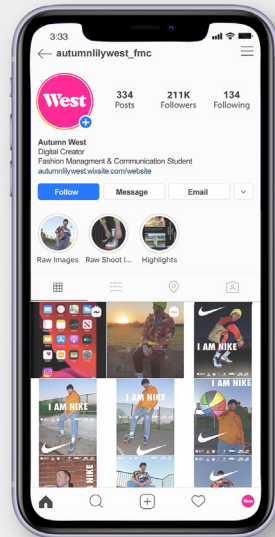
**Headers & Attention
Grabbing Text**

**Sub headers & Small paragraphs (Half size of
large headers)**

Body copy for large paragraphs (40% of the Sub header font size)

Brand Typeface Guide- Aktiv Grotesk is the font that I have used
to go with the logo. Its a nice bold font and contrasts the logo
well. Always keep it in lower case or title case

LOGO
COLOUR



INSTAGRAM
LOGO &
BRANDING



NEON
LOGO



POSTER
BRANDING

West

Fashion Managment



Cover Letter

I'm looking for a position with a fashion brand/organisation that can help me gain experience and broaden my skills within the industry. I have attached my CV that details my work history, my qualifications and the experience I've gained so far.

Thank you for taking the time to look through my CV and find out a little more about me.

I am currently a University student studying Fashion Management and Communication. I am graduating from my final year shortly, this position will allow me to widen my skills and go out into the industry to gain valuable experience.

I am a big fan of the products that your company create and I'd love a position that is part of your brand in some way. I really think your company, can offer me the right opportunity to learn and grow with a full time role over the few years. I would love to be apart of the Visual Merchandising team as this is where my interests lie and where my skills would help better your team. It would be a great opportunity to work for a growing, well known business such as yourselves, due to it being a diverse company, which is notorious for its wide ranges of products.

I'd like to share a little more about me ... I love to stand out from the crowd, and I'm not afraid to experiment with new trends. I am creative and bold, I like to make a statement with the clothes and accessories I choose. My particular interests lie within visual merchandising and buying as I enjoy seeing the journey consumers go on when purchasing products. I am very self aware and push myself to continually learn from all experiences.

I have an amazing outgoing and bubbly personality that allows me to communicate with lots of different people in many ways. My communication skills are a real strength. I enjoy meeting new people, finding out about them, their story and supporting them to achieve their potential.

I have a great work ethic that enables me to work as part of team, lead a team or work as an individual. I ensure completion of every task that's set for me and always put enthusiasm and energy into everything I do. I am practical and open minded as to the roles and tasks I will undertake and I'm very willing to learn all aspects.

I am proud of everything I have done and will continue to do. I am really driven to achieve more, and be the best I can be. I would like the opportunity to work for your company to showcase my strengths and attributes, but more importantly to learn, grow and cement a footprint in the fashion industry.

Thank you
Autumn West



References:

Richard Nutall
Nike Head Coach
Nike Factory Store
Stadium Way
Rotherham
S60 1TG
01709 780187

Dawn Hall
Store Manager
Rotherham Hospice Store
29 Laughton Road
Dinnington
S25 2PN
01090 565855

COVER LETTER
DESIGN ONE



COVER LETTER
DESIGN TWO



Cover Letter

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Profile

I am currently a student at Sheffield Hallam University studying Fashion Management and Communication. I am looking to gain more experience in the industry with a place on your team, in order to help establish my career. I am an outgoing person who always strives to find the best opportunity in every situation. I am vibrant in personality and appearance, I'm not afraid to be bold and thrive being in creative environments. I am understanding and can communicate excellently with lots of different people in many scenarios. I am determined to learn and grow and build an exciting fulfilling career within the fashion industry.

Industry Experience

Styling
Visual Merchandising
Product Analysis
Store Layouts

Nike September 2018

I became a Visual Merchandiser at Nike. This allowed me to style mannequins and choose apparel to match each months initiative. This helped me to develop skills with in styling, and how to lay out Merchandise. With in my role here my styling work was requested for by the main HQ and was being sent to over 300 stores across Europe as a example of how to dress mannequins. Also helping me to pick stock that's excluded from deals and help mark down exclusive items.

Rotherham Hospice 2018

Voluntary Visual Merchandising, Styling and changing the store window to match a theme every month. This has contributed and impacted positively the profits of the store for this particular charity.

Sheffield Children's Hospice- Placement 2015 to 2016

Within my Product Design course I worked on a placement with a client from the hospital, this required me to listen to their day-to-day struggles, and create a product to help aid their life and make it easier. I gained valuable experience with a live client and could present them with a new innovative idea. During the process I had to conduct market research, understand client needs and look into the market and competitors my new product might come across.

Education

I am currently a final year Student at Sheffield Hallam University studying Fashion Management and Communication. This gives me a wide range of skills, from Business, Marketing, Styling, Photography, and a wide skill set in Adobe. Within my University course I have gained key skills to elevate me in my Fashion career. I am able to handle clients successfully and have great self motivation to continually achieve and excel.

I have a wide range of qualifications from Dinnington High school. My qualifications date from 2013 to 2017, I gained 5 A Levels grade A* - D and 10 GCSE's grade A*-C. I have completed a Product Design course at two levels. This helped me improve my research skills, taught me how look at current markets and design specific products to reposed to gaps in the market. I have worked with Live clients on numerous occasions, this helped me solve real life problems for a consumer, and present them with business advice and improvements for their brand.

Employment History

Nike Part-Time Athlete- Oct 2018 to present

At Nike I have gained experience in styling and Visual Merchandising, this has allowed me to work closely with Nike as a brand to gain creative outcomes following specific briefs. It pushed me to create different textures and specific looks, how to represent a specifics brand values and objectives while pushing great customer service.

River Island Sales Assistant- Aug to Sep 2018

Here I worked as a sales assistant where I worked on specifically on promoting sales and pushing online orders. Working behind the tills predominantly and other areas when needed. Boosting my ambidextrous skill on the shop floor.

So Damn Kreative Dance Teacher- 2013 to present

Here I work as a dance teacher which has allowed me to build relationships with others and become a leader, yet also pushing me to work with a variety of abilities helping them to all achieve one set goal.

Rotherham Hospice Voluntary Work- Nov 2017 to Aug 2018

Working here taught me patience - a great attribute, I had to learn how to sort through stock and decide what was in a re-sell-able condition and identify dead stock. This taught me how to merchandise and price up items for specific geographic and taught me about specific markets in various locations.

Bluebell Wood Children's Hospice- 2015 to 2017

Here I worked with a children and young adults with life threatening and life shortening illnesses. I learned how to approach various situations and how to handle myself around individuals in very sensitive circumstances. I also became a fundraising Team Leader which required me to work with volunteers and boost morale within the team to get the best outcome per day. Allowing me to take charge and gain management skills. I created rota's, ensured staff turned up on time, offered daily



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https://autumnlilywest.wixsite.com/website

Hold a full UK driving licence with own transport

University Modules

Year 1: Zine making, Film creating, business strategies, Live clients, Marketing, Advertisement.

Year 2: Live clients with local Sheffield Stores, Live briefs, E-Commerce, Business strategies, Marketing Strategies, Photo-shoots, Styling, Live industry Professional talks, Trend Books, Trend Concepts.

Year 3: Educational Writing, Live project with John Lewis, Final Fashion Project, Photo-shoot, Concept Directed Projects, Film Making, Graphic Design, App Design, Publications, Store Illustrations, AI Technology, Future of Fashion Topics, Research, Spatial Designs, Store Layouts, Industry Professional Talk/ Collaborations, Graduate Fashion Week Entry

Hobbies & Interests

I have a few varied Hobbies, I am a street dancer and have been for over 19 years. This has given me the opportunity to travel the world and compete for England and the United Kingdom. It has given me key skills in team work and showed me how to maintain motivation for one specific area. Yet also this has led on to teaching which is another one of my hobbies, helping pass down my knowledge of something on to others, helping learn about diversity as well as giving me the confidence to be well spoken and handle any situation that comes my way.

I love sports also such as Netball, Hockey and Rounders, I got the opportunity to play these sports for my county giving me a sense of achievement to represent our region.

I love looking into fashion trends and seeing what the latest styles are, I enjoy seeing how I can make them fit in with my urban style. I like styling and the aesthetic of putting an outfit together because I enjoy seeing how I can put a twist on a classic outfit to make a "new" style with an urban edge.

CV
DESIGN
ONE

Profile

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CV
DESIGN



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COLOUR
PALLET

	RGB- 255,218,0 CMYK- 2, 12, 92, 0 HEX FFDA00 PMS 7548 CP	RGB- 56, 188, 238 CMYK- 67, 2, 0, 0 HEX 00020F PMS 298 CP
	RGB- 255,255,255 CMYK- 0,0, 1, 0 HEX FFFFFC PMS P 1-1	RGB- 0, 2, 15 CMYK- 93, 81, 58, 91 HEX 00020F PMS Black 6 CP
RGB- 229, 7, 126 CMYK- 2, 97, 5, 0 HEX E5077E PMS Process Magenta CP		

BUSINESS
CARD
PATTERNS





Autumn Lily West

Fashion Management, Communications &
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BUSINESS
CARD'S
TEMPLATE









BRANDING
BOX
PACKAGING





COLOUR THEME
BRANDED
DENIM
JACKET

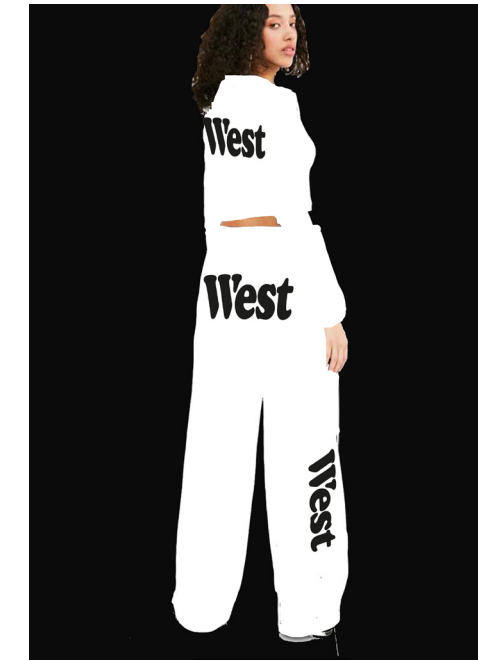


BRANDED
NECKLACE



BRANDED
FACE MASK

INSIDE THE
GOODIE BOX



BRANDED
TRACKSUIT



SIGNATURE
NEON
BEANIE



A PHONE CASE



BRANDED SLIDERS



BRANDED CV MAGAZINE



The background features a stylized yellow flower with five petals against a white background. The petals are large and rounded, with a slightly irregular, hand-drawn appearance. The word "West" is centered over the flower.

West