

LAURA SHERRIFFS

FASHION & ACCESSORIES DESIGNER/MAKER

ABOUT

I am an experienced designer/maker seeking opportunities to develop my skillset. I have a BA Hons degree in Fashion Design and have spent the last five years creating and building my own brand of bags and accessories. I'm always seeking new challenges and wish to be able to keep growing and improving.

WORK EXPERIENCE

FERNWEH UK

Owner/Designer | July 2014 - Present

Launched my start-up, Fernweh UK, which focused on creating hand made bags & accessories, heavily inspired by the great outdoors. Fernweh products are designed/created by myself with a mix of functionality & style, whilst maintaining an ethical, zero waste, brand ethos.

As a sole trader I am responsible for all aspects of the business, creating/designing each product with utmost care/attention to detail, fulfilling every order, liaising with customers & enquiries on a daily basis.

A heavy focus on social media saw Fernweh grow organically to reach an engaging world-wide following, selling products all across the globe.

-Nominated for Best New Business at the 2015 Trend Life With Style Awards.

- Nominated for the Scottish Business Awards 2021.

- Had work acquired by Aberdeen Art Gallery for the permanent collection, purchased at the Look Again HAAN Design Market in December 2020.

Recently moved into new studio spaces at Deemouth Artist Studios.

ADA ZANDITON

Intern, London | November 2011

- Part of small production team responsible for creating in house samples, making/grading precise patterns for current season and next season.

- Working to high pressure pre Fashion Week deadlines.

- Liaising with PR company & production factory sourcing final fabrics.

PROFESSIONAL SKILLS

Creative Pattern Cutting
Sewing & Garment
Construction
Fabric Knowledge
Adobe Creative Cloud
Social Media
Microsoft Office
Photography

PERSONAL SKILLS

Creative
Reliable and professional
Organised
Time management
Team player
Fast learner
Motivated
Communication
Attention to Detail

CONTACT

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W: www.fernwehuk.com
www.etsy.com/uk/shop/FernwehUK

SOCIAL

facebook.com/FernwehUK

IG - @FernwehUK

PERSONAL INTERESTS

Hiking
Rock Climbing
Sustainability
Sewing & Design
Embroidery

CONTACT

21 Cloverleaf Grange
Bucksburn
Aberdeen
AB21 9FH

EDUCATION

BA HONS FASHION DESIGN

Grays School of Art | 2009 - 2013

Graduated with Second Class Honours. Self directed final year at uni, having to create a body of work & final year graduate collection for the Degree Show, alongside dissertation deadlines.

Class Representative in Final year, where I was heavily involved in the organisation of our end of year Fashion Show. This included the organisation & designing of tickets & our online promo campaign, which included running social media accounts, liaising with press/local photographers. Designed & created the Fashion Show catalogues, using the Adobe InDesign package

Worked on a number of live projects with renowned companies such as Johnstons of Elgin & BP. Experience dressing backstage at graduate fashion shows & organising photoshoots for garments. Selected to help backstage at a Missoni Fashion show, at the prestigious Skibo Castle. Involved in dressing professional models & working with Missoni staff to create an Industry standard show.

SCHOOL EDUCATION

Bridge of Don Academy - 2003-2009

Advanced Higher Art-B
Business Management- A
Art- A
Information Systems - B
Maths - B
English - B