

A decorative vertical stripe on the left side of the page, composed of several thin, parallel lines in shades of purple. To the right of the stripes are several overlapping circles of varying sizes, also in shades of purple, creating a bubbly, organic effect.

JK

PORTFOLIO
By: Jessica Kirby

JK

Jessica Kirby

T: 843-444-4444

Jk@yahoo.com

123 King St. Myrtle Beach, SC 29577

Stationery





JK

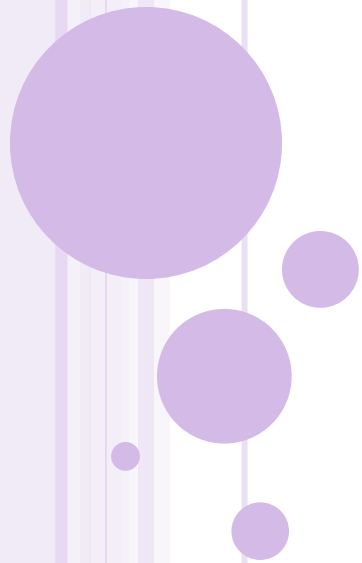
Jessica Kirby
123 King St.
Myrtle Beach, SC
29577
843-444-4444
Jk@yahoo.com

Business Card





Portfolio Template





Jessica Kirby
123 King St
Myrtle Beach, SC 29577
843-444-4444
Jk@yahoo.com

PROFILE

I'm driven and ambitious and will tackle any type of project head on. I have many years of retail experience including working for a celebrity designer as her assistant. I'm reliable and always willing to expand my knowledge of fashion. I'm professional and good at problem solving as well as having exceptional communication skills.

EXPERIENCE

- Proficient in retail math and understanding of inventory
- Computer Software: Microsoft Word, Excel, PowerPoint
- Fashion Merchandising, Trending and Marketing
- Multitasking and Problem Solving
- Strong sales abilities, cash handling, customer service and management skills





Experience Continued

Personal Assistant to celebrity designer Mehera Blum — 2015-Current

Responsible for inventory, merchandising, sales and promotions, shipping, scheduling and creating trunk shows, use of social media for uploading photos and promotions, communicate with showrooms in LA and New York, email magazine editors and respond to emails from clients

EDUCATION

The Art Institute of Pittsburgh Online Division— Bachelors Degree, Fashion Retail Management, 2013-Present

Horry Georgetown Technical College- Associates Degree, Criminal Justice, 97-99

Myrtle Beach High School- Diploma, 1997

ACHIEVEMENTS

Dean's List

Honor Roll

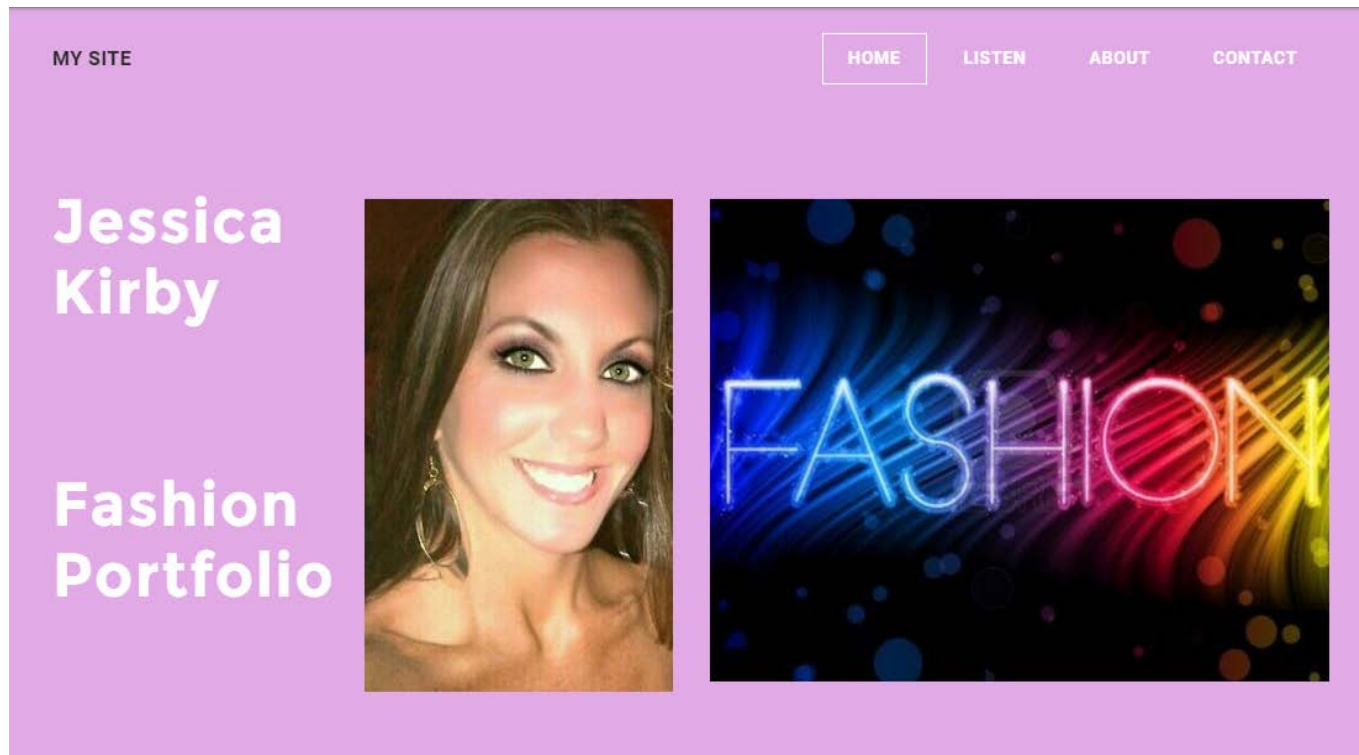
President's List



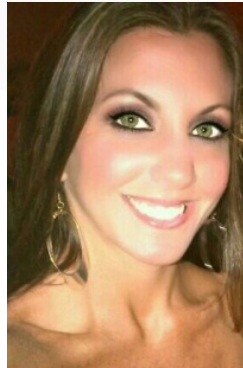


MOCK PORTFOLIO WEBPAGE

<http://jessicakirbyportfolio.weebly.com>



JK



Fashion is ever changing and I love learning and watching it come full circle. It is an expression of art. I've obtained so much while studying Fashion Retail Management at The Art Institutes. Working with a designer has given me a glimpse into the industry and shown me it's where I belong. My strong suits:

- Drive
- Professional
- Great Communication Skills
- Ambition and Willingness

I have strong wholesale and retail management skills

- cash handling,
- sales and merchandising
- customer service
- working side by side with a designer.





Retail Store Plan

After much consideration, I've decided to open a retail store in Charleston, South Carolina. The store name, **Reese**, will cater to the needs of the stylish woman, looking for trendy yet sophisticated apparel and accessories. The price range for apparel would be from \$40 and up. The accessories will range from \$10 and up. The merchandise in the store would be considered moderate to a touch of high end. Reese is a modern and contemporary store catering to trendy 20 to 40yr old women. The merchandise I choose for Reese to carry will vary between sexy and sophisticated to casual and professional wear. Reese will carry the latest in trends and have a personal shopper on hand to help meet the fashionistas needs.

Its New York City meets Charleston, S.C.

Charleston, S.C is known for its charm as well as its beauty, history, and culture. Charleston is often called a “living museum.” The energy in this city is undeniable. Charleston is the second largest city in South Carolina with an estimated population of 125,583 and growing. (Per 2012 Census) Charleston has a warm climate. In January the average temperature is 55 degrees. But in July, the average is 82 degrees. Charleston is considered the largest business and financial center for the southeastern section of South Carolina.





Target Market



- ❑ Education: High School, College, Some College
 - ❑ Ethnicities: All
 - ❑ Income: Middle to Upper Class
 - ❑ Age: 20-40 years of age
 - ❑ Gender: Women
- ❑ Status: Single, Married, With/Without Kids





OWNER/GM

There are so many responsibilities for an owner of a retail store. To name a few, there is buying of the merchandise. The owner Keeps up with all the financials of the store. Managing daily operations, provides customer service, and directly oversees the discipline of lower level employees. The owner purchases inventory that appeal to the demographics of the store. Studies trends and provides a safe and secure environment for employees.



MANAGER

Maintains staff by recruiting, selecting, and training employees. Maintain stability and reputation of store by complying with legal requirements. Provides safe/clean environment and is up to date with security measures. Maintains visual merchandising, studies trends, approves clearance sales. Responsible for scheduling employees and training. Make sells and suggestions to customers.



SHIFT LEADER

Supervises, guides, and motivates the sales associates. Has great customer service, makes sure staff is happy and greets everyone who comes into store. Handles complaints/reports to Sr. level management. Helps with training. Sells!



SALES ASSOCIATES



Greet & assist all customers. Process cash/card payments. Runs/balances register. Stocks shelves, sells, helps w/displays, prevent theft. Sell, Sell Sell!

ORGANIZATIONAL CHART/JOB DESCRIPTION

REESE





Exterior Layout



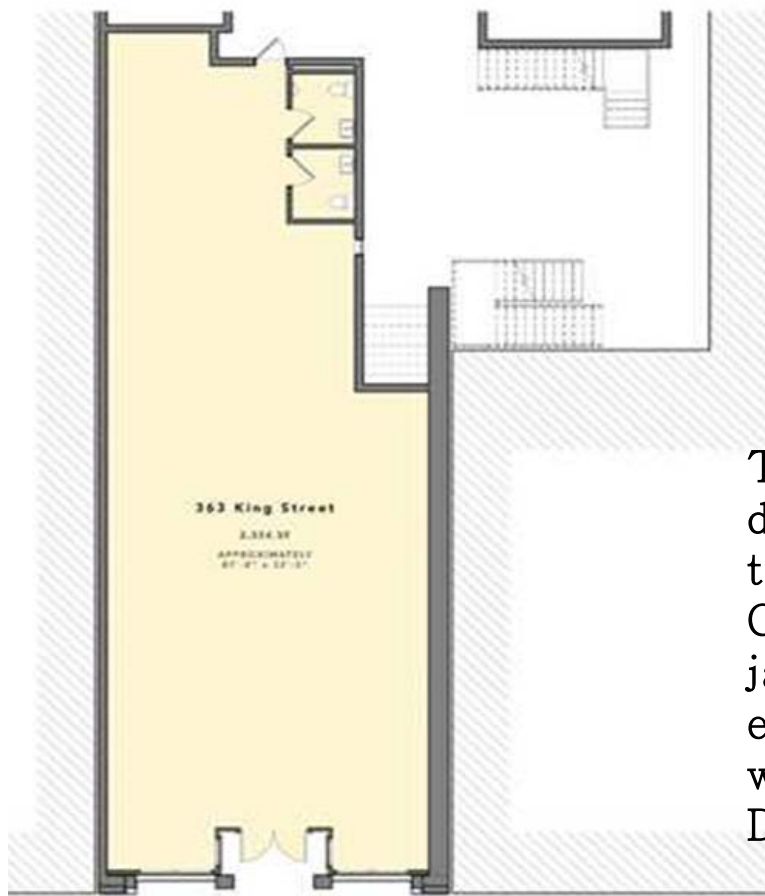
While researching the real estate market in the heart of downtown Charleston, I came across 363 King St. The space is 2,554 square feet with 33 linear feet fronting on King St. The iconic historic building, circa 1891, including the exterior façade, interior space, and entrance are being restored and re configured. The building is located in a highly desirable area of King St. between William Sonoma and Urban Outfitters. This is a very high foot traffic area and a great location for Reese to succeed.





Interior Layout

11ft Interior Ceilings



The doors to the retail store will be 2 3ft doors totaling 6ft with a right swing out due to it being a commercial building. Commercial Codes require doors to be 36x80 and the door jam or frame will be sized according to exterior and interior materials. The entrance will also be ADA Approved (American Disabilities Act)



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Store Logo and Signage



Any signage has to be approved by local authorities. But I would like the signage to be 33ft h to 3ft wide on the front façade. (Length of Building) A second sign might be needed to hang perpendicular to the door and hang over the façade for foot traffic to see as they are walking. The theme for my retail store is very contemporary and city chic. But with the historical exterior of the building, the signage would need to not only be approved for it being an older building but also meet the contemporary theme of the store. The background of the signage will be all silver with the store name in a magenta color. The magenta is a pop of color that works well with the overall feel of the store which is city chic but romantic as well.





6 Month Buying Plan

6 MONTH BUYING PLAN			
PLANNED MONTHLY SALES	\$21,000.00		
PLANNED MONTHLY BOM	\$32,000.00		
PLANNED MONTHLY EOM	\$34,000.00		
PLANNED MONTHLY REDUCTIONS	\$2,000.00		
PLANNED PURCHASES AT COST	\$5,000.00		
INITIAL MARK-UP PERCENT	55%		
1 st step; calculate the planned purchases at retail = Planned sales + Planned EOM + Planned reductions - Planned BOM			
Planned sales +	\$21,000		
Planned EOM +	\$34,000		
Planned reductions -	\$2,000		
Planned BOM -	\$32,000		
planned purchases at retail =	\$25,000		
2 nd step; convert the planned purchases at retail to planned purchases at wholesale / cost			
100% Initial mark-up % x Planned purchase at retail	\$25,000	55%	
planned purchases at cost =	\$ 13,750.00		
3 rd step; determine Open-to-buy = planned purchases – merchandise on order			
Planned purchases	\$13,750		
<i>deduct</i> Merchandise on order	\$5,000		
OTB	\$ 8,750.00		



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Apparel/Collections





Product Development Plan



Inspiration and Apparel Line for the Gap





Silhouette

The Gaps apparel has many different silhouettes to cater to many shapes and styles. The silhouettes range from straight with an easy fit, snug, form-fitting ideal for layering or chic garments to fit a longer silhouette

Sizing

The sizing for the Gap range from XS to XXL. The Gap also will carry up to an XXXL

	Girl's reg sizes			
Size	Height	Weight (lbs.)	Chest	Sleeve length
xs	39"-45"	33-44	23"-24"	18½"-20"
s	45"-52"	45-64	25"-26"	21½"-23"
m	52"-54"	64-72	27"	24½"
l	54 "-57"	72-81	28½"	25¾"
xl	57"-60"	82-93	30"	27"
xxl	60"-64"	94-115	31½"-33"	28¼"-29½"





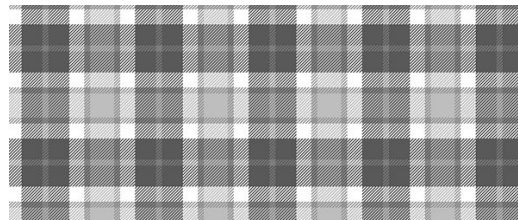
Trims/Embellishments/Fastenings

The Gap jeans will display their signature button enclosures with Gap stamped on the front. These enclosures will be sourced through Gap Inc due to the company logo. Any other type of fastenings such as zippers, grommets, and other enclosures can be found at Moodfabrics.com.



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Fabrics



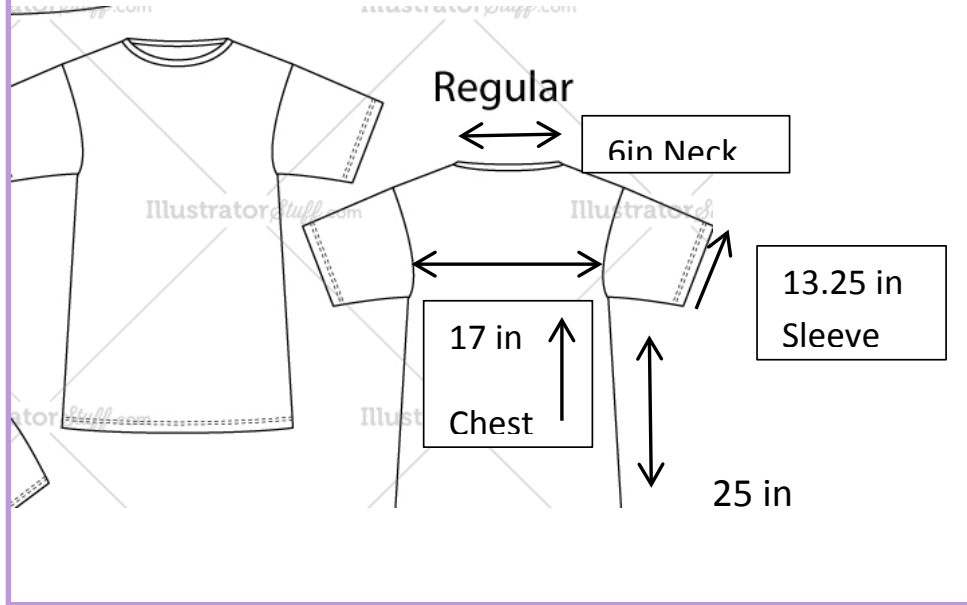
These are just some examples of fabric swatches used as the print on the interior front pocket of the Gap Jean.

The t-shirts will be basic and not contain any type of fastenings or embellishments. Most of the seams will be stitched at the neckline with side seams as well.



Construction

Women's T-Shirt (Regular Size for Vintage Style T)





Merchandising Calendar

June 2015	Start/End Date
Preseason	
A preliminary fabric plan is created	6/14
Preliminary design ideas are generated	7/3–8/11
New fabrics are developed and sourced	7/28
In-Season	
Line plan given to design	8/7–8/11
Potential fabrics are identified	9/1–9/2
Book fabric/trims to make sample garments	9/10–9/20
Design period arrives	9/26–9/28
Line review is done	10/3–10/4
Factories receive fabric to make samples	10/6
Tech packs are sent to vendors	10/9–10/16
Factories make sample garments	10/19–10/27
Costing for garments is received	11/7–11/11
Sample garments x-factory	11/27–11/30
Sample garments are received	12/4–12/18
Merchandising assorts line	12/21–12/28
Deadline for final buy commitments arrives	1/5
The tech pack is finalized for production	1/15–1/19
Tech packs are sent to vendors	1/29
Production/Transit	
Fabric production begins	2/1–2/10
POs are sent to vendors	2/18–2/22
The fabric is delivered to factories	2/26–3/1
Garment production begins	3/3–3/5
X-Vessel begins	3/12
Ocean transit begins	3/15–3/26
NDC begins	4/6
Due in store	5/5





Sales and Events Promotion

C & M Fashion Sales and Promotions has created a new up and coming store that caters to the everyday woman ages 22-40. “Savvy” carries the latest in fashion trends and is moderately priced. As this new store opens in the Myrtle Beach, SC area, it is important to get the word out to the areas consumers.

With so much to accomplish in such a short period of time, an outside agency has been considered to assist in executing a successful promotion and advertising of the new store. The Brandon Agency in Myrtle Beach was called upon to assist in making “Savvy” a success.

Throughout the first year of “Savvys” grand opening, two events will take place during the summer and fall seasons. Both events will produce an increase in sells, donate proceeds for a charity, increase awareness, and showcase apparel.

- ❑ The first event that will take place during the month of June will be a Susan G. Komen Breast Cancer sponsored event. There’s no better way to sell great fashions and help out a very important cause than combining the two for a “Savvy in Pink” event.
- ❑ In the month of September 2014, “Savvy” will host another event dedicated to improving the stores brand, increasing sells, and gaining new customers. The name of the event will be “Leave the summer behind & fall into the winter season”. Another premise of the event is to purge the summer apparel by discounting prices and get ready to showcase the fall/winter line



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Savvy Special Events



Susan G. Komen Sponsor for
Savvy in Pink



Decor for **Leave the Summer Behind & Fall into the Winter Season** event



Breast Cancer Awareness
Cupcakes for **Savvy in Pink** event



Fall inspired cupcakes for
Savvy event



Event and Fashion Show Production



Fashion, Art and Music (F.A.M) is the theme for my fashion event. This event will promote creativity, bringing together a showcase of Union Texts fashionable styles that will compliment aspects of every lifestyle. This event will create an eclectic atmosphere housing Trendsetters, Art Bloggers, Fashion Lovers and Music connoisseurs. There will be local artists, live bands and a fashion show running in 10 minute increments during the event. The fashion show will showoff Union Texts latest stylish apparel along with colorful accessories designed by famed designer, Mehera Blum. Food and beverages will be available during the entire event. Music will consist of an array of taste ranging from rock, jazz, reggae to a bit of pop and country.





Fashion Show Theme

The theme for my fashion show will be a fashion, art and music event or F.A.M. This event will take place in the spring at a place called the Boathouse. The Boathouse is a large indoor/outdoor bar type restaurant that houses bands and very large crowds. It sits on the Intercoastal Waterway with gorgeous views of the water including a large deck for boats to pull up and enjoy the outdoor bands. I believe this type of event will cater to my demographic very well and give the patrons of the event a day full of great music while watching a well-organized fashion show. Bright colors will adorn the apparel worn by men and women. This will be the onset of the beginning of spring. Bold patterns and shapes will also be used in the attire. The clothing will be casual yet stylish and on trend.



The Boathouse





Press Release

Contact: Jessica Kirby
843-444-4444

For Immediate Release

Myrtle Beach, S.C — April 25, 2015 — This spring, Union Tex presents **F.A.M. Fashion, Art, Music** created by Jessica Kirby for Blumera.

- ❑ Union Tex has created an eclectic showcase of modern style and colorful designs in celebration of Blumera, a fashion company based out of Los Angeles. Every aspect of the production from lighting and set design, to marketing and promotion, guest services, public relation and of course, the runway collections — have been created to bring out the fashionista in us all. Bright bold colors and functioning wearable apparel will attract even the biggest fashion skeptic at heart.
- ❑ **F.A.M** is an opportunity for men and women to experience the energy of a runway production as well as the creativeness of local artists and the soothing and upbeat sounds of our bands. An exciting feature of this year's show is the appearance of Designer Mehera Blum. Mehera Blum is an actress and designer/creator of Blumera. Her collections range from vegan luxury hand bags to ready to wear fashionable apparel. All of the embroidered collections are made from no animal products and are all handmade in Thailand.
- ❑ The **F.A.M** event will be held at The Boathouse Waterway Grill, April 25th. Be sure not to miss this exciting event. The bands will begin to play at 6pm and the fashion show starts at 7pm. Dinner and drinks will be served throughout the entire event. A meet and greet with Designer Mehera Blum will began shortly after the show at 930pm. Do not miss out on a fabulous, fashionable event. Fashion fades but style is forever!



Design Advertisement

A woman with long dark hair and red lipstick stands on a boat. She is wearing a light-colored, sleeveless lace top and a vibrant, patterned skirt with a red and yellow floral design. The background shows a tropical landscape with green mountains and a body of water.

PRESENTING UNION TEX FASHION SHOW
FOR F.A.M
SATURDAY APRIL 25, 2015
6PM-9PM
LOCATION: THE BOATHOUSE
WATERWAY GRILL
FEATURING DESIGNS BY **BLUMERA**
MUSIC BY TRU SOL
DINNER AND DRINKS WILL BE SERVED
DESIGNER MEHERA BLUM WILL BE PRESENT





Trends and Forecasting



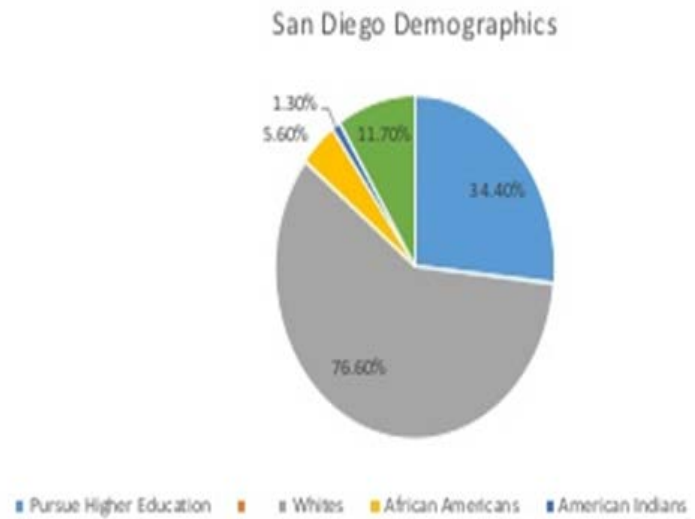
San Diego's fashion style can usually be summed up as "casual wear". This means low heels, flowing dresses, perfect pair of jeans for men and women, no fur and no structured suits. San Diego residents like fashion but like it to be comfortable and versatile. Dressing up in San Diego is even considered laid back and comfortable. Los Angeles has inspired California cool fashion trends. Every style can be found in Los Angeles, from high fashion on Rodeo Drive to chic boutiques of the beach cities. Fashion trends in Los Angeles for 2015 include lots of denim for both men and women. Flowy, boho inspired dresses are big hits with Los Angeles residents. Tiny shorts and giant hats for both men and women are big trends in the Los Angeles area. The fashion in Los Angeles is eclectic and ever changing but always a trend setter. The fashion style in the San Francisco Bay area seems to range from hippie to avant garde chic. San Franciscans do pride themselves on being cutting edge fashionistas. The typical attire for San Franciscans are lots of black, leather jackets, and comfortable but fashion forward boots and shoes.





Demographics & Market

Overall Demographics



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Color Board



Neon Blitz
Pretty N
Pink
Orange
Crush
Fuchsia
Earth
Bound
Blue Sea
Serenity
Perfect
Plum



Bold Cotton Prints



Bohemian



Tribal

JK

Silhouettes



Laid back, casual style for warm days and cool nights in the cities of San Francisco, Los Angeles, and San Diego



About AU Natural Beauty Marketing Plan

I want to introduce AU Natural Beauty. This is an all natural skin care and cosmetic line made from the earth's natural minerals. It's contents are ones you can feel good about putting on your skin. All of the products from this line are not tested on animals or made from any type of chemical that could potentially harm you or the health of your skin. I came up with this marketing plan from doing research on my own cosmetic brands I wear. I wanted to create a brand that was smart yet appealing not only by the attractive logos which I created but by the overall look, scents and health aspects.





Brand Marketing

AU Natural Beauty

Industry Research

- ✦ Organic cosmetic sales growth in the United States is increasing every year
- ✦ People are increasingly interested in natural beauty products
- ✦ Baby boomers are looking for healthier alternatives from natural or organic food to makeup
- ✦ North American market for natural and organic personal care products recorded sales in excess of US \$5 billion in 2010.
- ✦ The revenue of the U.S Cosmetic Industry is estimated to amount to about 62.46 billion U.S dollars in 2016.



JK

Brand Imagery





Brand Plan

Core Values

- ✚ AU Naturel Beauty does not test any products on animals.
- ✚ AU Natural Beauty will support environmental causes and manufacture quality products
- ✚ AU Natural Beauty has a responsibility to consumers, our community, employees and the duty to preserve our planet

Core Message

Au Natural Beauty is made with good-for-you ingredients and designed to bring out your true beauty. Au Natural Beauty promises to sell you an experience, not a product. Our trusted company does not test any products on animals or work with any manufacturers whom do so. We are dedicated to making a pure quality product that has you the consumer and the environment in mind. Au Natural Beauty creates quality, all natural products that are good for you and our environment. All ingredients used are of the earth' s minerals and other natural derivatives.

JK

Logo and Product Concept



The product chosen is a Brown Sugar Body Scrub. An all-natural product sold at AU Naturel Beauty. This product is designed for daily use to exfoliate the skin. The brown sugar crystals help refresh skin leaving it silky and smooth. Not only is this product loaded with natural minerals, it also includes anti-aging properties.



JK

Advertising



AU Naturel Beauty Grand Opening

1472 Myrtlewood Lane, Myrtle Beach, SC
(888)888-8888

- Free Skin analysis 10am-3pm
- Makeup Consultations all day long
- 25% off in store merchandise
- Gift bags for first 100 customers

This flyer features a pink daisy logo, a pink brushstroke border, and an image of makeup brushes at the bottom.



Grand Opening

AU Naturel Beauty

1472 Myrtlewood Lane, Myrtle Beach, SC
(888)888-8888

Come join us for a free skin analysis and makeup consultations.

ENJOY 25% OFF in store merchandise

FREE Gift bags to the first 100 Customers

This flyer features a pink daisy logo, a background of various makeup products, and a white brushstroke border.



Grand Opening

AU Naturel Beauty

- Free Skin analysis
- Free Makeup Consultations
- All in store merchandise 25% Off
- Free Gift Bags to first 100 Customers



This flyer features a pink daisy logo and a list of promotional offers. Below the text is a row of four jars of AU Naturel Beauty Brown Sugar Body Scrub.





Competition and Target Market

Audience:

- ✦ Target market is women ages 18-45, all ethnicities, middle class
- ✦ Women in the targeted demographic who are environmentally conscious, who want to feel and look their best, and who are serious about skincare

Competition

- ✦ Ecco Bella
- ✦ Physicians Formula
- ✦ Bare Minerals





Internship for *Blumera*

Blumera is a luxury handbag brand and company created by celebrity designer Mehera Blum. Blumera bags capture a wonderful sense of both the creative and the functional.

They represent a kind of freedom that allows women to choose colors and styles they love while still maintaining an incredibly chic sophistication -- which may be the reason Blumera bags have become staples for celebrities such as Ashlee Simpson, Kate Walsh, and Jessica Alba. Every Blumera handbag is handmade, making every bag a work of art. All aspects of the bag, from choosing the materials to mixing the colors to the detail work, are important to Mehera. She puts her heart into the designs, and they stem from a mix of sub-conscious creativity and her wonderful ability to capture even the smallest details. She shares, "Fashion is an art to me...I've even dreamt designs."





Upcoming events for *Blumera*

- ❖ Traveling Fashion Show
- ❖ Women in Philanthropy Conference
- ❖ Local Trunk Show
- ❖ Reggie Sanders Charity Event





Blumera Trunk Show and Charity Event



Dunes Club Trunk Show featuring Blumera's latest
Leather and Poppy Painting Collection.
Responsibilities included hosting and sales





Reflection

- ❖ It is my responsibility to greet all the clients and future clients at the charity event as well as educate them on all new bags.
- ❖ This event was also an opportunity to showcase one of our newest collections showing samples only.
- ❖ I was responsible for taking orders, checking out customers and introducing them to Meheras latest concepts.
- ❖ Networked and booked new trunk shows for the future.



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Traveling Fashion Show





Brainstorming

- ❖ During week 2, I had to inventory the remaining collections in order to see what was left from the previous trunk show and what I needed to order from L.A as far as additional bags made for orders.
- ❖ Week 2 has also been a lot of brainstorming and getting the designer ready to travel and film the upcoming TV segment, Wearables that Change the World. (Traveling fashion show) Mehera will be discussing life, love, art, bags and sustainable fashion as well as fashion with a purpose
- ❖ The photos on the next slide are of the designer being interviewed about the upcoming TV segment



JK

Mehera Blum



Mehera Blum being interviewed about her upcoming Traveling Fashion Show TV segment





Exciting New Launch

- ❖ In week 3, I continued to work on the upcoming traveling fashion show. I am taking pre-orders for custom python bags which one lucky customer will have the privilege of watching their bag being made on the show.
- ❖ I'm also working on preparing for the launch of Blumeras latest collection, the Laurie Collection. This collection is based off of the designers mothers paintings. I have been taking pre-orders as well for this collection.
- ❖ I have taken pictures of the newest collection, the Laurie Collection, and posted them to social media outlets such as Facebook and Instagram.

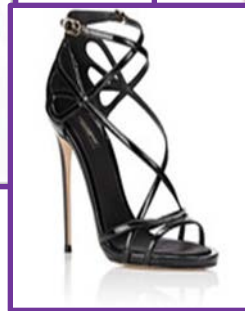


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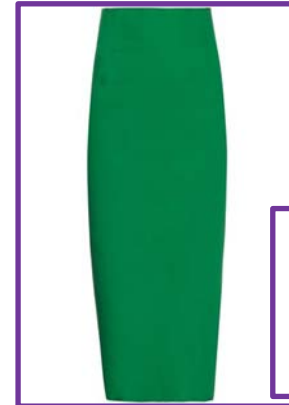
Weekly Outfits



Trade Show: Summer
brights that includes a
pencil skirt, Gladiator
Sandals, and a silk
lavender top



Evening Event:
Balmain woven mini
dress with Dolce &
Gabbana Strappy
Sandals



Presentation Day:
Oscar De La Renta
Lace top with a
casual bright green
pencil skirt and peep
toe heels

JK

Weekly Outfits Cont..



Friday/Casual
Day: Boyfriend
jean shorts with
an off the
shoulder bold top,
Gladiator sandals
and Blumera
BackPack



Monday: J. Crew dress, Aqua
peep toe pumps and Blumera
Python bag



JK

Location, Location, Location



This project was all about brainstorming for different locations Mehera would choose for her Traveling Fashion Show.





Project/Tasks

- ❖ Created a schedule for the designer for her upcoming travels.
- ❖ Picked the first travel destination for the upcoming traveling fashion show
- ❖ Shipped another new collection to London for launch of new Crystal encrusted clutches now being sold at Fortnum & Mason
- ❖ Keeping track of pre-order sales of Python Collection that will be made during the taping of the fashion show for clients to see



JK

Launch of Custom Collection/First Destination chosen for TV Show



Custom made for
Fortnum & Mason

Bali





Apparel Evaluation & Construction Project

For this project, I created three different fashion collections based on pricing, quality of fabrics and used inspiration from real designer brands. The collections are:

JK Collection — this is the budget collection that will have very little embellishment and trims. This line is relaxed and casual but still very fashionable. The care for this line will be mostly machine wash. Some of the fabric may need to be line dried instead of tumble dry.

Glamour Collection — This is my moderate collection and will contain embellishments such as stones and beading. Some of the apparel may need to be hand washed and some machine washed. The labels will specify.

Reese Collection — This is my higher quality collection and the apparel will be of higher quality fabrics with some embellishments. Apparel containing leather needs to be professionally cleaned. Apparel with large embellishments may need to be hand washed. The label will specify.



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Reese Collection

Higher Quality Line

Price Range \$75 & Up

Target Market

Female 30yrs of age and up

Working Professional/Retired

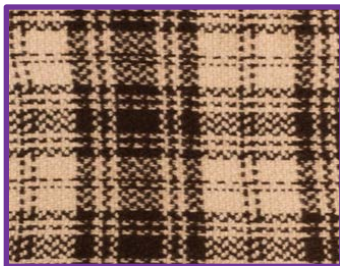
Single/Married

All Ethnicities

Income Level \$30,000 and up



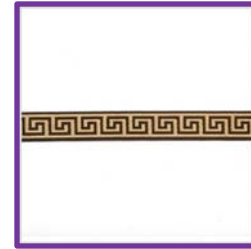
The Reese Collection is a better quality apparel line that is inspired by the designs of Diane Von Furstenberg. The feminine, yet sophisticated apparel will be made with better quality fabrics and a little higher price tag. The overall look of the apparel will be expensive and will also need more care when laundered. The apparel will be a mix of bold and bright prints to simple, classy styles. Besides the look, the feel of the fabric itself will let the customer know it is a pricier item.





Reese Collection: Fabrics, Trims & Embellishments

Cashmere
Silk
Blends of Cotton/Silk
Wool
Polyester
Viscose Cotton
Elastane



The DVF inspired collection is made with high quality fabrics, trims and embellishments. Special attention went into detail with the design of the clothing. Care for these quality fabrics needs to be handled more delicately than the budget or moderate collection.

JK



REESE COLLECTION



WORK CITED

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