

# XIN YI HOR

FASHION DESIGNER | [www.7xins.com](http://www.7xins.com) | [horxinyi@hotmail.com](mailto:horxinyi@hotmail.com) | +1 312 622 8311 |

## WORK EXPERIENCE

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**J C PENNEY** | *Assistant Designer - Women's & Men's Accessories & Handbags* **New York** | **Nov 2021 - Present**

- Interpret seasonal fashion direction, assortment opportunities & merchandise trends for accessories.
- Create original concepts encompassing style, color, and fabric for assigned brands to ensure customer focused offerings that meet fashion & quality requirements consistent with 12 – 18 different brand profiles for both men and women.
- Work with the Trend Team, Designer, and Product Development Manager to conceptualize product design for the season. Shop print, fabric and trim lines to develop direction for the season.
- Participate in the preparation of materials for Trend Concept Work Session, Concept Sample Line Review, and Line Review sessions.
- Prepare hand & computer drawings using Adobe Illustrator and Photoshop, Excel linesheets, BOMS and Flex PLM.
- Coordinate sample confirmation process by assisting in the timely approval of all strike-offs, handlooms, knit downs, trim cards and confirmation samples; review the final assortment for fit, construction, fabrication, coloration, with Designer.

**HANIA NEW YORK** | *Assistant Designer - Knitwear* **New York** | **Feb 2020 - Oct 2021**

- Designed handmade-to-order pieces for luxury sales and private client through detailed illustrations & technical drawing.
- Researched current & new trends based on our clients' style; collaborate with the Production Team in producing new knit designs.
- Led a design team of 5 employees in successfully producing designs in adherence to Seasonal Time and Action calendar
- Conducted and styled our seasonal photoshoots while ensuring consistent visual imaging for branding and customer engagement on social media, ad campaigns, (both via Facebook and Instagram) and e-commerce marketing (SEOs), as well as newsletter campaigns.
- Create, edit, and preserve 30- 50 hand knit patterns, yarn types and colors, lookbooks and linesheets for sales presentations.

**REVELOT LLC** | *Accessory Freelance Designer - Watches, Wallets, Small Accessories* **New York** | **Nov 2018 - Present**

- Designed various women's & men's accessories- R5 Femme Swarovski series, launched in June 2019.
- Assisted founder with sourcing raw material and communicated with factory to produce premium quality wallets and watches.
- Worked with a team to set up bi-annual Indiegogo & Kickstarter Campaigns to market new accessories.

**HOUSE OF ADRIAN ALICEA** | *Fashion Design Intern & Sample Maker* **New York** | **Feb 2019**

- Worked with designer to drape & sew samples for NYFW; assist with 30 model fittings and styling before and during runway show.
- Organized, managed, and delegated duties among a design team of 4- 6 interns.

**IKONOSTAS LUXURY LINGERIE** | *Fashion Design Intern - Lingerie* **Florence, Italy** | **May - Aug 2018**

- Created technical drawing (flats) and specs for upcoming collection to be used to send to retailers and manufacturers
- Draped & sewed pieces with proper finishes in preparation for assisting employer in designing the upcoming collection
- Analyzed current and ideal competitors' product line and style to assist in creating a positioning map for the company
- Researched 30 retailers both local and abroad for possible opportunities to expand and globalize

**SHOP BREEZI** | *Fashion Design & Retail Intern* **Florence, Italy** | **May - Aug 2018**

- Involved in patternmaking, cutting, and sewing to create items in bulk while practicing sustainability
- Carried out contract negotiation in sourcing fabrics and established client relations with suppliers within America & China

## EDUCATION

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**FASHION INSTITUTE OF TECHNOLOGY** | *Associate in Applied Science - Fashion Design* **Dec 2020**

**UNIVERSITY OF WISCONSIN - MADISON** | *Bachelor of Science, Textile & Fashion Design , Certificate in Business* **Dec 2019**

**SANTA REPARATA INTERNATIONAL SCHOOL OF ART, FLORENCE, ITALY** **Jun - Aug 2018**

Language (Native) : English , Mandarin , Malay    Dialect (Familiar) : Cantonese , Hokkien