

## READING UNIT 11

### Online work profile

You are going to read an online work profile on a business-oriented social network.



## Lilia Godfrey

London, United Kingdom

### LILIA GODFREY'S SUMMARY

I am passionate about fashion. When I was young, I learned how to make my own clothes using my mother's old sewing machine. Then, saving up some of the money I earned in Saturday jobs in local fashion stores, I eventually bought my own.

After doing my A Levels at the age of 18, going into the fashion industry was the obvious step to take. Following my Art Foundation course, the next three years were spent studying Fashion Design in one of the country's top establishments. I then gained hands-on experience through voluntary work and internships.

I possess real creative flair, and a good eye for pattern and colour, combined with excellent organisational abilities, good time management skills, the ability to work well under pressure (essential in the fashion world), and great communication and presentation skills. My work experience has given me a practical understanding of garment construction and costing, as well as commercial awareness and knowledge of the market. I have also learned how to use computer-aided design (CAD) software, Photoshop and Illustrator.

My goal is to become a design director as I relish the idea of creating my own clothing range and managing my own design team. In the meantime I will continue to develop my skills through further training, and will gain as much experience as I can.

I am currently seeking work as a designer. Please contact me if you would like to find out more about my experience and what I can offer your company.

### LILIA GODFREY'S EXPERIENCE

#### Youthworks

*Fashion Design Assistant (2012-present)*

I work with our designers to help them to create new fashion styles for a vibrant young adult market. We look at materials, styles, patterns and colours. I help to create clear, detailed technical sketches, and to source fabrics. I have to make sure that garment samples are made on time, and I participate in meetings with fabric agents and customers.

I have also had the opportunity to do quality checks, not only while garments are being made, but also when they are complete. It has recently become my responsibility to manage people who join our company as interns. I particularly enjoy this aspect of my work.

#### Marcy Textiles

*Textile Design Assistant (2011-2012)*

I spent a year working with a textile designer, helping to create fabric designs for the fashion industry. I helped to translate the designer's hand-drawn ideas into initial sketches, using CAD software. After the designer went to client meetings, I helped to adapt the designs until they met the clients' requirements. It was also part of my responsibility to chase up samples of the designs that were constructed by textile technicians.

### LILIA GODFREY'S VOLUNTEER EXPERIENCE

#### Doit Designs (2011)

Six-month internship with a start-up design company. I worked on creating marketing materials and also gave administrative support. I had the opportunity to shadow the textile designer, observing the use of CAD software to create initial fabric designs, and attending meetings with customers. It was exciting and informative to see the design develop from the initial concept to the fabric samples.

#### Ethical Fashion Forum (2010)

Two-month internship working in marketing. I gained experience of promotional systems and techniques, including social media and campaign development.

### LILIA GODFREY'S EDUCATION

#### London College of Fashion

*Fashion Design BA (Hons) (2010)*

#### Leyford College, Manchester

*Art Foundation Course (2007)*

#### Gifford Secondary School, Manchester

*A Levels: Art, Product Design, Business Studies (2006)*

### LILIA GODFREY'S ADDITIONAL INFORMATION

Groups and Associations: Textile Institute

UK Fashion and Textile Organization (UKFT)

**1. Read the profile quickly. Choose the correct answers.**

- 1 What type of role is Lilia Godfrey looking for at the moment?  
A design director      B designer  
C fashion design assistant
- 2 How many paid jobs has Lilia Godfrey had during her career so far?  
A two                      B three                      C four
- 3 What is Lilia Godfrey's highest educational achievement?  
A Master's degree      B A levels  
C Bachelor's degree

**2. Read the profile again and number the events in the correct order.**

- \_\_\_ Lilia began her art foundation course.
- \_\_\_ Lilia bought her own sewing machine.
- \_\_\_ Lilia began working as a Fashion Design Assistant.
- \_\_\_ Lilia did internships to gain experience.
- \_\_\_ Lilia joined Marcy Textiles.

1 Lilia learned how to make her own clothes.

**3. Are the sentences true or false?**

- 1 Lilia believes the fashion world is a pressurised environment. TRUE/FALSE
- 2 Lilia wants to learn about commercial aspects of the fashion market. TRUE/FALSE
- 3 Lilia can create sketches using CAD software. TRUE/FALSE
- 4 Lilia has experience of managing a design team. TRUE/FALSE
- 5 Lilia began working as a Fashion Design Assistant at Marcy Textiles in 2012. TRUE/FALSE
- 6 Lilia only does quality checks after garments have been completed. TRUE/FALSE
- 7 Lilia has experience of managing people doing internships. TRUE/FALSE
- 8 Lilia attended client meetings at Marcy Textiles. TRUE/FALSE
- 9 Lilia is a member of a group called UK Fashion and Textile Institute. TRUE/FALSE