

Larissa Shirley King

Senior Intimate Apparel Designer

Skills

My 15+ years experience as an intimate apparel designer has allowed me to build expertise in:

- Developing salable, easily-produced designs that align with the brand identity.
- Achieving creative, production-friendly designs that also meet a target price point.
- Developing styles which take into account the unique properties and limitations of lace in its various forms (galloons, scallops, panels, variations in width, stretch properties, etc.)
- Creating lingerie designs with superior fit and comfort.
- Fibers, fabrics, and trims. Special interest in sustainable, eco textiles.
- Understanding garment construction and production techniques.
- Draping, flat patternmaking, figuring yields.
- Clearly communicating style, color and trend information to consumers, buyers and sales teams.
- Fashion theory and history, and how that translates to contemporary trends.
- Highly proficient with Illustrator, Photoshop, and InDesign.
- PLM, proficient with Simpalel
- Microsoft Office, proficient with Excel, Outlook, Word, and Powerpoint.

Experience

Hanky Panky Ltd.

Senior Designer, 2010-2022

Designer, 2006-2009

Assistant Designer 2004-2006

Design Assistant, 2003-2004

- Leading the brand's interdepartmental sustainability committee.
- Developing fashion-forward silhouettes that go on to become long-running top sellers.
- Creating desirable and high-quality designs which are efficient in use of materials and labor.
- Conceiving, designing, and fitting the Hanky Panky Plus collection, creating appealing new styles and adapting core silhouettes to fit sizes 14 to 26.
- Designing styles for daywear, sleepwear, sportswear collections.
- Creating mood boards, trend, fabric, and style guides (among other selling tools) to communicate the design team's vision to the sales team, e-commerce team, distributors, and wholesale buyers.
- Designing CAD line sheets for department store exclusives.
- Naming styles, groups, fabrications and deliveries.
- Ensuring the accuracy of e-commerce product information, and providing the e-commerce team with descriptive and accurate product information.
- Designing custom digital and screen sublimation prints.
- Creating color palettes, reviewing lab dips and color submits.
- Liaising with outside brands, designers, artists, and licensing companies in order to develop co-branded collections, including Hello Kitty, L.A.M.B., Lilly Pulitzer, *Rocky Horror Picture Show*, Keith Haring, Dylan's Candy Bar, Dallas Shaw, Best Friends Animal Society, and the Collegiate Licensing Company.
- Designing styles which were subsequently featured in print and online fashion publications, including *Vogue*, *Elle*, *WWD*, *The New York Times*, *Cosmopolitan*, *People*, *WGSN*, and *Intima*.

Education

Fashion Institute of Technology

Sustainable Design Entrepreneurs Non-Credit Certificate Program, 2020-2022

- Attending part time, expected to complete spring 2022.

Fashion Institute of Technology

MA Program: Fashion and Textile Studies, 2007-2013

- Completed curation-track coursework.
- *Scandal Sandals & Lady Slippers, A History of Delman Shoes* 2010 Student Exhibition Graphic Designer.
- *Undressing the Fashionable Myth* 2011 Student Symposium. Presented research paper, "Horsefeathers! The Fabled Flapper."

Fashion Institute of Technology

BFA, Fashion Design, Intimate Apparel Specialization, 2000-2004

- Magna Cum Laude.
- *Future of Fashion* 2004 juried fashion show, opening look for Intimate Apparel segment.
- *Fusion 2001 Fashion Show*, participating designer.
- Intimate Apparel Club, WFIT Radio, Phi Theta Kappa.