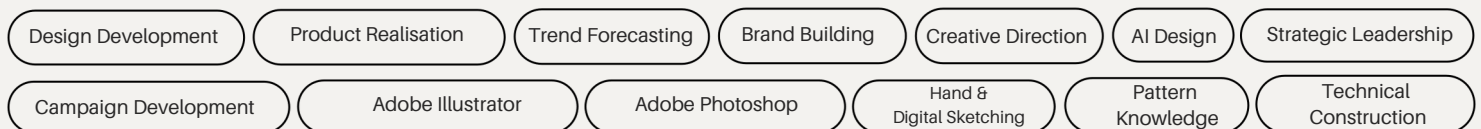


KITTY DICKERSON-FIRTH

Creative Director & Senior Designer, Bridal and Occasion
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Creative leader and brand builder with 22+ years designing and directing bridal, occasion, womenswear and childrenswear internationally, and ten of those years spent as Co-Founder and Chief Creative Officer of TH&TH, built from zero into a brand sold through 30 retailers globally, including Selfridges, on the strength of community-led growth layered with performance marketing, averaging 86% year-on-year growth. Fluent in the full arc from runway and cultural signal through to construction, fit and finished garment, with a forecasting horizon that runs 9-12 months ahead of season and a factory network spanning China, India, Vietnam and Sri Lanka. Led the business through acquisition and exit, then spent a year on the board of the 200-person acquiring organisation, embedding the brand for its next chapter. Known for pairing rigorous commercial judgment with an emotionally intelligent point of view on the bride: a decade of direct bride conversations, and customers who shared their own wedding photos unprompted, have built an unusually granular read on customer psychology, styling and the moment of purchase.

SKILLS



EXPERIENCE

TH&TH

2016 - 2026

Co-Founder & Chief Creative Officer | TH&TH

10 Years

Creative Vision & Product Design

- Set the long-term creative vision, visual identity and product strategy for the brand across every customer touchpoint, establishing the creative standards the team designed against each season.
- Designed and directed bridal, bridesmaid, occasionwear, childrenswear and accessories collections season over season, owning the full collection architecture from concept through production.
- Partnered directly with factory partners to hold construction, fit and finish to a couture-adjacent standard, closing the gap between design intent and delivered product.

Trend Forecasting, Campaigns & Storytelling

- Forecast runway, luxury and bridal trend direction alongside emerging cultural shifts, converting research into product and commercial decisions ahead of the category.
- Conducted ongoing competitor analysis and customer interviews, and represented the brand at One Fine Day Bridal Market (New York) and major bridal trade shows to keep design direction grounded in what modern brides were actually buying.
- Led campaign concept through delivery — creative and art direction, photoshoot production, on-set direction and launch planning — building narratives that turned collections into stories brides connected with emotionally.
- Designs featured in Vogue Italia, Tatler, Who What Wear, Elle and more

Growth & Commercial Leadership

- Grew TH&TH from zero into a brand sold through 30 retailers globally, including Selfridges, averaging 86% year-on-year growth.
- Built demand organically through community-led growth, layering performance marketing on top only once the model had proven commercially viable — protecting brand equity while compounding growth.

- Built and led the in-house creative team and agency partners, scaling process and structure to match the pace of the business while holding the creative bar high enough that styles routinely sold out, some carrying waitlists before they'd even landed.
- Cultivated a customer base that became an unpaid extension of the marketing function, sharing reviews, DMs and their own wedding photography unprompted.
- Led the business through acquisition and exit, then served over a year on the board of the 200-strong acquiring organisation, driving category expansion beyond the founding bridesmaid line — launching bridal gowns, bridal mini dresses, accessories and flower girl/junior collections.
- Business Impact & Team Leadership
- Built TH&TH into an internationally recognised bridal brand, worn on red carpets and selected for some of the highest-profile celebrity weddings of the decade.
- Founded one of the UK's best-known contemporary bridesmaid brands as a category extension of the core bridal line.
- Spent ten years in direct conversation with thousands of brides, building a granular understanding of customer psychology, fit, styling, colour and the emotional logic behind a bridal purchase.
- Managed and mentored creative and design teams, embedding the brand's creative standards into day-to-day design decisions.

Senior Fashion Designer | International Retailers — New York & London -10+ Years

- Designed dresses and soft wovens for major international retailers such as American Eagle, Next and Walmart, leading design teams across concept, fit and delivery.
- Travelled extensively to factory partners across China, Hong Kong, India, Vietnam and Sri Lanka, working hands-on across construction, fit, quality, embellishment, trims and fabric development.
- Attended global fabric fairs, including Texworld, Première Vision Paris, Chinese fabric fairs and New York textile shows, and developed exclusive fabrics and trims sourced from those relationships.
- Partnered cross-functionally with buying, technical, production and sourcing teams to move designs from concept to shelf-ready product.

LEADERSHIP & INDUSTRY INFLUENCE

- Guest Lecturer, Fashion Institute of Technology (FIT), New York,
- Invited Mentor, Graduate Fashion Week London 2026, sharing fashion design and brand-building practice through portfolio reviews and career mentoring.
- Ten years of trade show presence, including One Fine Day Bridal Market and major bridal and consumer bridal exhibitions, and a decade leading and mentoring creative and design teams — extended by a year on the board of TH&TH's 200-strong acquiring organisation.

EDUCATION

NOTTINGHAM TRENT UNIVERSITY

BA (hons) Fashion Design 2:1

NOTTINGHAM COLLEGE

ArtFoundationBTEC - Distinction

