

KITTY DICKERSON-FIRTH

Head of Design | Design Director | Childrenswear & Girlsweare | Teen & Womenswear

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PROFILE

Design leader with 20+ years in childrenswear, girlsweare, teen and womenswear, spanning both the supplier and retailer side across the UK and US. A decade as a senior girlsweare designer for Next, The Children's Place, American Eagle (77kids), George at Asda and Tesco, leading teams of assistant and associate designers, graphic artists and overseas creative teams across multi-product ranges from 12 months to 14 years. Co-founder and Design Director of TH&TH, bootstrapped from £5,000 and 60 dresses into a bridal, occasionwear and flower girl brand stocked by 30 retailers worldwide, including Selfridges, Zalando and SilkFred, with 86% average year-on-year growth through to acquisition and a year on the acquiring board. Combines creative vision with commercial judgement: building customer partnerships, presenting ranges to buying teams and senior leadership, developing product hands-on with factories across the Far East and South Asia, and bringing AI into the design process to speed up development and reduce sampling.

KEY STRENGTHS

Leadership & team development: Built, recruited and led teams across design, marketing, customer service and operations | Managed assistant and associate designers, graphic artists and overseas creative teams | Mentoring and developing talent, including FIT guest lecturing and Graduate Fashion Week mentoring | Managing workloads and critical path to deadline

Customers & commercial: Building partnerships with retail customers and new accounts | Presenting seasonal ranges and concepts to buyers and senior leadership | Commercially focused range building | Sales and customer data insight from Shopify analytics | International account growth, including US expansion

Product & sourcing: Childrenswear 12 months to 14 years | Teen | Womenswear | Bridal, occasion & flower girl | Soft wovens | Jersey & cut and sew knits | Denim | Outerwear | Leisurewear & activewear | Fabric and trim sourcing and development | Fit, construction, quality, cost and speed to market

Factories & supply chain: Regular travel to factories in China, Hong Kong, India, Vietnam and Sri Lanka | Première Vision, Texworld, Chinese fabric fairs and New York textile shows | 3PL partner sourcing and Mintsoft inventory management

Innovation & tools: Trend research, forecasting and comp shopping | AI for visual development, campaign imagery and short-form film (Claude, ChatGPT, Nano Banana, Lovable) | Adobe Illustrator | Adobe Photoshop | Shopify UX and SEO

KEY ACCOUNTS & RETAILERS

Next | George at Asda | Tesco | The Children's Place | American Eagle Outfitters (77kids) | Walmart | Topshop | BHS | Tammy Girl | Selfridges | Zalando | SilkFred

CAREER EXPERIENCE

TH&TH | UK

2016 – 2026

Co-Founder & Design Director

Co-founded TH&TH with a £5,000 investment and 60 dresses and bootstrapped it for ten years into an internationally recognised bridal, bridesmaid, occasionwear and flower girl brand: £2.92m cumulative revenue, approaching £1.2m a year by 2022 and 86% average year-on-year growth, stocked by 30 retailers worldwide including Selfridges.

- Recruited, built and managed teams across design, marketing, customer service and operations, setting priorities, workloads and deadlines
- Designed every collection across bridal, bridesmaid, occasionwear, flower girl/junior and accessories, hands-on from trend and concept through fabric, fit, production and campaign
- Built and managed the factory network across China, India, Vietnam and Sri Lanka, sourcing fabrics and trims and holding construction to a couture-adjacent standard
- Took the brand to the US, showing at One Fine Day Bridal Market, New York, and signing American retailers; personally secured the Zalando and SilkFred partnerships
- Sourced and signed 3PL partners and managed inventory through Mintsoft; worked hands-on with Shopify UX, SEO and analytics
- Art directed every campaign from moodboard, casting and location to shoot; designs featured in Vogue Italia, Tatler, Elle and Who What Wear
- Integrated AI into the design process to accelerate visual development, reduce physical sampling and waste, and produce campaign imagery and short-form film
- Led the business through acquisition, then spent just over a year on the board of the 200-person acquiring business, expanding the range into bridal gowns, bridal minis, accessories and flower girl/junior collections

Li & Fung | London (hybrid)

Oct 2024 – May 2025

Senior Girlsweave & Teen Designer | Accounts: George at Asda, Tesco

- Supplier-side design for two of the UK's largest supermarket fashion businesses, building and presenting multi-product girlsweave and teen ranges across leisurewear, activewear and cut and sew knits
- Managed assistant and associate designers and a team of graphic designers; held alongside TH&TH

Next Retail Ltd (Next Sourcing) | London

Sep 2015 – Apr 2020

Senior Designer | Girlsweave (12 months – 14 years)

- Designed girlsweave across younger girls (12 months to 7 years) and older girls (up to 14 years), specialising in day, party and occasion dresses
- Multi-product remit across wovens, cut and sew knits, denim and outerwear, presenting ranges to buying teams
- Managed assistant and associate designers and a team of graphic designers, leading design from concept through fit and delivery, working closely with overseas factories

Arcadia Group Ltd | London

Nov 2013 – Sep 2015

Senior Designer | BHS & Tammy Girl

- Multi-product design for BHS and Tammy Girl across jersey, wovens, denim and outerwear, alongside dresses, tops and skirts
- Managed design assistants and a team of three graphic artists

NEW YORK | 2007 – 2013

Seven years designing for major US retailers on three O-1 visas, the US category for individuals of extraordinary ability.

The Children's Place | New York

Sep 2012 – Nov 2013

Dress Designer

- Designed girls' dresses for North America's largest pure-play children's specialty apparel retailer

American Eagle Outfitters | New York

Aug 2010 – Jun 2012

Girlsweave Designer, 77kids

- Designed for 77kids, American Eagle's kidsweave brand, across wovens, jersey, denim and outerwear
- Managed assistant and associate designers and a team of graphic designers

Saramax Apparel | New York

2007 – Aug 2010

Intimate Apparel Designer | Walmart account

- Supplier-side design of intimate apparel for Walmart, the world's largest retailer

EARLY CAREER | UK

Somitex | Nottingham

2005 – 2007

Girlsweave Designer | Next account

- Supplier-side girlsweave design in soft wovens for Next, the start of a long dress and soft woven specialism

Dare to Bare

Jul 2004 – Jan 2005

Assistant Designer, Women's Cut & Sew Knits | Topshop, H&M, Dorothy Perkins accounts

LEADERSHIP & INDUSTRY

- Guest Lecturer, Fashion Institute of Technology (FIT), New York
- Invited Mentor, Graduate Fashion Week London 2026: portfolio reviews and career mentoring
- Board member, TH&TH's 200-person acquiring business, for just over a year post-acquisition

EDUCATION

Nottingham Trent University | BA (Hons) Fashion Design, 2:1

Nottingham College | Art Foundation BTEC, Distinction