

ERICA SIEGEL

CREATIVE CONSULTANT | ADJUNCT PROFESSOR



CONTACT

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EDUCATION

MA Fashion Design Management
Sustainability, Consumer Psychology
London College of Fashion, UAL
2015 – 2017

Fashion Marketing
Polimoda, (Florence Italy)
2010-2011

BS International Fashion Merchandising
Fashion Institute of Technology
2008 - 2012

SKILLS

PROFESSIONAL

Creative Direction
Trend Forecasting and Analysis
UX and Design Research
Supply Chain/Sourcing
Concept Development
Styling
Product Development
Textiles
Strategy

PROFILE

With over a decade of experience within the fashion, accessories, textile and home products industries, Erica has a strong background in creative direction, sourcing, supply chain management, innovation and strategy. As a creative consultant, Erica has experience with go-to-market strategies, product and concept design, product development and production, trend forecasting, buying, UX design, e-commerce and editorial styling as well as fostering relationships with vendors and clients. At Parsons teaching on the MS Strategic Design and Innovation program, Erica teaches experience design and design thinking.

WORK EXPERIENCE

CREATIVE CONSULTANT

Freelance | 2017 - Present

Independent, creative consultancy working with international ethical/sustainable SMEs, NPOs and educational institutions on creative direction, design development, research, supply chain management, go-to-market strategies, line development and UX design.

Some clients include:

- London College of Fashion, So Just Shop, Serengeti Scholars Foundation, LUSSO, Soft Mountains, MUSENO1

COURSE FACILITATOR

eCornell (Cornell University) | Aug 2020 – Present
Fashion Design Management, UX Design

ADJUNCT PROFESSOR

Parsons School of Design – The New School | 2018 - Present
Integrative Studio I – MS Strategic Design and Innovation

- UX Design, Design Thinking, Experience Design, Client relationships

CREATIVE DIRECTOR

So Just Shop | Jan 2016 – Dec 2018

So Just Shop is an ethical lifestyle brand, sourcing and curating sustainable bespoke products from female artisan co-ops in marginalized areas internationally.

- Responsible for all creative oversight of brand including trend analysis, sourcing, design, product development, production, buying and merchandising, marketing, wholesale development and overall aesthetics
- Set overall direction in conceptual development of product lines, overseeing projects from concept through completion, translating marketing objectives into clear creative strategies
- Supervised and inspired creative team of internal and external partners, providing critical feedback to team members
- Sourcing trips for inspiration, maintaining vendor relationships including international trade shows
- Created JUST jewelry collection now sold in Topshop, Bloomingdale's

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SKILLS

TECHNICAL

Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Slack
Adobe Illustrator
Adobe Photoshop

EXTRA

“Grad to Watch”
London College of Fashion, 2017

Adobe Illustrator – Advanced Certificate
Ledet Training
May 2019

Adobe Photoshop – Advanced Certificate
Ledet Training
May 2019

INTERESTS

Food Styling
Cooking & Baking
Photography
Boxing
Painting
Interior Design
Floral Arrangement

WORK EXPERIENCE CONTINUED

ASSISTANT DESIGN MANAGER

Calvin Klein Home | 2012 - 2013

- Responsible for sourcing, product development and productions of all product with specific responsibility for decorative pillows, Euro shams and Marmaxx project collaborating with CK designers, executing all design sketches and technical flats necessary to develop product
- Sourced appropriate materials and trims within cost guidelines and margins

FASHION STYLIST, EDITORIAL AND ENTERTAINMENT

Freelance | 2008 - 2010

- Candice Swanepoel, Harper’s Bazaar Spain & Turkey (Cover)
 - Gisele Bundchen, Harper’s Bazaar Brasil (Cover)
 - Katy Petty, The Guardian (Feature)
 - Lynne Koplitz, Comedian, personal stylist
 - People Magazine
 - Food Magazine
 - E-Commerce Styling for White + Warren
 - World News with Diane Sawyer
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REFERENCES

JENNIFER GEORGESON

CEO, So Just Shop
London, UK
E: jen.georgeson@sojustshop.com

MANOJ FENELON

Department Head, Parsons
New York
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KATHRYN BEST

Professor/Consultant
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