

Daniel Fitch
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Daniel Fitch has worked in fashion design for over a decade.

Having gained a wealth of knowledge across all aspects of the Australian fashion market place, I recognize the need to appreciate and understand the full spectrum of fashion from coveted luxury high end, to the contemporary interpretation of wearable classic looks with a modern twist, down to mass market 'stack 'em high, watch 'em fly' commodity retail.

My passion is woven in *Denim*, the beauty of *Denim* is its appeal to all, whose easy-going style still requires an element of subtle luxury. *Denim's* clever simplicity can transcend 'trends' and adapt to everyday pieces that work equally as well in a structured wardrobe as with a pair of flip-flops.

"It's all about creating longevity, combining timeless style, clever simplicity and quality." Daniel Fitch

Design // Fashion // Advertising

Taxi Clothing Pty Ltd -	- Brand Manager
Creative Design Source - (Textiles)	- Senior Design
JWT - (advertising)	- Graphic Artist
Twentythreefiftysix Design - (Own company)	- Creative Director
4 th Down Events - (Own company)	- Director
T.O.B.Y Fashion Label - (Own company)	- Designer /Director
Longina Philips Design - (Textiles)	- Graphic Artist
Marc's Fashion Label -	- Menswear Designer

Taxi Clothing Pty Ltd // 2010 - Present

As Brand Manager for the US brand Bad Boy, I have been able to diversify and gain experience in fast paced fashion, mass market commerce, negotiating with buyers and factories on a large scale, developing seasonal ranges, forecasting trends, commercial colour palettes, key shapes and silhouettes, as well as brand identity and brand DNA, business strategy, marketing and media campaigns, costing and overseas sourcing, quarterly buying trips, staff management, team building, and client relations.

Having worked at Taxi Clothing for over 5 years, starting as Senior Designer and progressing to Brand Manager, I have been given huge opportunities and implemented new business strategies. I've successfully executed international and national marketing campaigns, presented the brand internationally, created seasonal design & forecasting presentations to buyers and the US owners, international corporate brand presentations, and elevating the brand to be a premium product in store. For my first range release Bad Boy sales increased over 48% across all segments of the brand, and a 66% growth in Toddler boy product. Sales have continued to grow every season.

Creative Design Source // 2006 - 2010

As Senior Designer I ran a studio of 8 designers. I wanted to strengthen my leadership skills and better understand commercial graphics for a large spectrum of clients. Time management and delegation of incoming and outgoing jobs were core responsibilities, whilst maintaining relationships with clients and creating new opportunities for business growth.

Twentythreefiftysix // 2006 - 2009

An umbrella graphics agency comprised of Graphic Designers/Street artists/Illustrators & Artists, *Twentythreefiftysix* was an artists agency that supplied clients with a multitude of different artists with an eclectic variety of skills.

Twentythreefiftysix created a forum that built brands, designed and constructed sculptural installations, created and developed advertising campaigns, created and implemented corporate identities, hand painted large art murals or graphic graffiti for advertising agencies and fashion labels to change and update their work environment. *Twentythreefiftysix* also collaborated with artists to create textile placement prints, repeats, yardages and posters.

Clients included: Warner Chappel Print Music Australia, Warner Chappel UK, JWT Advertising agency, Chingalings Bar, Drifter Motorcycles, Ginger & Smart, Bang Advertising agency, Ksubi, Vanishing Elephant, YD, Target, Seafolly, Rumour, Shardie, Stellar Sound Studio, 303 group, AATG,

4th Down Events // 2004 - 2007

4th Down Events was an events management company created by myself and Ronan Davis. We developed a Social network in the purest sense (not online but face to face) that became one of Sydney's top promotional companies running some of the most talked about nights in Sydney's nightlife scene. Hosting sponsored events at: *Melt Bar Kings Cross, Tonic Lounge Kings Cross, Goodbar Nightclub Oxford Street Sydney, YU Nightclub Victoria Road Potts Point, Deville Nightclub Cross Street Double Bay, and Dragonfly Potts Point.*

Longina Philips Design // 2004 - 2005

After living in Asia for two years I returned to Australia to work at Longina Philips Textile Design. There I learnt the basics of commercialism and technical use of colour and fabric. *Clients included: Peter Morrissey, Peter Alexander, Target, Big W, Seafolly, Marcs, Liberty, Osh Kosh, King G, Sass & Bide, General Pants, YD, Taro Cash, Calibre, Mambo, Mink Pink*

T.O.B.Y - Fashion label // 2001 - 2003

Started at the age of 19, T.o.b.y. was showcased at Sydney fashion week in 2003 and had numerous stockists in Sydney, Melbourne, Adelaide and the Gold Coast. Featured in Oyster Magazine, Large, Brag, Vogue Australia and Sydney Morning Herald, T.o.b.y. was created to capture the nostalgia and authenticity of woman's denim. Created & managed by myself from conception of the brand, designing of the ranges, colour palettes, fabrication and direction to art directing the photo shoots, handling of press and PR, as well as outsourcing manufacturers and fabrics. *Stockists included Dr. Denim, Orson & Blake, VaVa Voom, From St Xaviour, Stevie, Decafe, Denimlab, Tuchusy, Heather Bain, Bracewell, and Oroton.*

Marcs // 2001 - 2002

Menswear Designer

My introduction into the Australian fashion world began at Marcs. There I was given the opportunity to learn from one of Australia's biggest brands. I helped create new styles, colour palettes & ranges as well as forecasting direction alongside the head designer for each season. I was responsible for sourcing fabrics and accessories, negotiating with and sourcing manufacturers offshore and in Australia, handling onsite pattern room and sampling, liaising with graphic designers developing new print designs weekly, logos and promotional activity. I was lucky enough to play a role in co-creating Scram, the brother brand of Baby Doll within Marcs.

Programs //

Adobe Illustrator, Photoshop, Indesign, Acrobat, Quark, Word, Excel, Power Point, Final Cut, Pages, Numbers.

Education //

2010, Certificate Creative Suite CS5
2007, Certificate Creative Suite CS3
2005, Certificate Creative Suite CS2
2002, Advanced Diploma, Graphic Design, Hornsby College.
2001, Certificate III, Graphic Design, Hornsby College
2001, Certificate III, Hospitality, Hornsby College.
2000, Glenaeon, Rudolf Steiner School, Middlecove, Sydney.

