



CV

Ela Marita Avitabile

Career Objective

Over the past 2 years I have been working as a full time Patternmaker in London. I have built up my skills and knowledge in this area both technically and creatively, as well as increasing my general knowledge of the garment development and production process. My abilities in visualization and illustration have also been enhanced by an Illustration course at Central St. Martins.

Experiencing the fashion industry in a different country and culture has given me a new understanding and perspective on the way it works. I have also been traveling and collecting inspiration from all around Europe, educating myself about the world, and getting excited about creating great things in the future!

I am passionate about what I do and love to be in a challenging environment, with interesting people who care about their work. My aim is to continue building on my skills and knowledge in all areas of design and production in order to open the door to new opportunities and possibilities. I really enjoy Patternmaking and would like to develop this further, however I also want to explore other avenues within the industry.

Contact

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Nationality: Australian DOB: 09/07/1983

Employment History

KUBE CLOTHING, LONDON (Womenswear Supplier)

Creative Patternmaker – Soft Separates - October 07 – August 08

- Manual Patternmaking from design sketches, photographs or garments.
- Interpreting design briefs with confidence, and following through with Garment Tech knowledge into fits, amendments and sealing.
- Working as a team with Designers, Machinists and Directors to create satisfactory buying sample from first pattern, and follow through to production.
- Working with jersey, woven cottons, satin, chiffon, yoryu, and delicate fabrics.
- Working on a variety of different high street labels:: ASOS www.asos.com, Dorothy Perkins www.dorothyperkins.com, River Island www.riverisland.com, Wallis www.wallis-fashion.com

BA CLOTHING, LONDON (Womenswear Supplier)

Creative Patternmaker – Soft Separates - January 07 – July 07

- Manual Patternmaking from design sketches, photographs or garments.
- Working together with Designers and Machinists to create satisfactory buying sample from first pattern.
- Production/fits and alterations when necessary.
- Working with jersey, chiffon, yoryu, satin, and woven cottons.
- Working on a variety of different high street labels: River Island www.riverisland.com, Miss Selfridge www.missselfridge.com, Urban Outfitters www.urbanoutfitters.com, ASOS www.asos.com, Principles www.principles.co.uk, NEXT www.next.co.uk, Debenhams www.debenhams.co.uk

BODY, MELBOURNE (Boutique Womenswear Label) 2003 - 2006

www.body.com.au

Design Assistant /Patternmaker - September 04 – December 06

- Assisting in forecasting and developing concepts and ideas for collections.
- Assisting with design decisions such as fabric choice, colour, trims, and styling in the collection.
- Manual Patternmaking from design sketches, being trusted to interpret and finalize the design.
- Creating garments with intricate detailing, in jerseys, stretch wovens, and delicate chiffons and silks.
- Following sample through from development, fits, organizing embellishing, overseeing grading, CAD technical drawings, completing specs, production sample checking and approval.
- Organizing accessory projects and small in house production runs for stores.
- Working in a strong team with Designer, Directors, Production Manager and Machinists to achieve goals.
- Supervision of interns and work experience students.

Assist. Visual Merchandiser - March 04 – September 04

- Preparing artistic window display, adding new stock and changing store merchandising every week.
- Liaising with Accessory Suppliers and Artists for collaboration projects to compliment the collection.
- Taking over full responsibilities of Visual Merchandiser while on leave for 10 weeks.

Workroom Assistant/Finishing/Retail Sales - 2003 - 2004

- Began work experience at Head office, then was offered a position in the stores as a Sales Assistant.
- Trained in a high level of customer service, and worked independently in the stores.
- Assisted in the workroom pressing and finishing garments made in house.

E d u c a t i o n

2008 Central St Martins, London - Fashion Illustration Short Course

2002 – 2003 Gordon Institute of TAFE, Australia - Diploma Textiles, Clothing and Footwear

2001 Matthew Flinders Secondary College - Completed Final Year in 2001 with Awards in Art and Textiles.

C o m p u t e r S k i l l s

Experience in Adobe Illustrator & Photoshop, Corel Draw, Quark Express and Microsoft Office.

A c h i e v e m e n t s & E x t r a c u r r i c u l a r

2007/2008 - While living and working in London, I traveled to many interesting places including Latvia, Poland, Slovakia, Hungary, Croatia, Germany, Holland, Italy, Spain, France, Turkey, and the USA.

2006 - Hand Knitted scarf photographed in British Elle Magazine.

2002/2006 - My own label EMA, designing and manufacturing scarves and handbags sold to Melbourne boutiques.

2003 - Fashion Group International – Award for Excellence as a finalist chosen from all Fashion courses in Australia.

2002 - Gordon Institute Award for Attitude and Consistency.

2002 - Study Tour to Vietnam and Hong Kong. Visited Factories and learned about various aspect of Offshore Production.

2002 - Costume Design and construction for stage play “Signatures” at the Courthouse, Geelong.

1996 - Saturday Market Stall doing cotton thread hair wraps. Also selling hand made friendship bracelets, jewelery, woven bags.

1990's - Experimenting with sewing and other handcrafts, alterations to old clothes to make them new, using commercial patterns to make clothes and altering to suit me needs.

R e f e r e n c e s

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