

LIZ SEPHTON

CREATIVE CONSULTANT - PRODUCT SPECIALIST - DESIGN LEAD



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**Fashion Accessories Designer and Product Development Expert
with over 20 years' experience creating and developing standout global brand
pieces and sustainable paths to profit.**

- Best in class creative, technical, product and commercial knowledge of fashion accessories within luxury groups, high-end brands, and High Street retailers.
- Extensive first-hand development experience with manufacturers in Thailand, China, and Italy at factory level, understanding the context of the brand in relation to the brief, budget, and product line.
- Finely tuned commercial antenna consistently focused on improvements to profitability, brand profile and the creative success of global brands.

PROFESSIONAL EXPERIENCE

GLOBAL JEWELLERY DIRECTOR

Vivienne Westwood LTD | London | July 2024 - July 2025

Newly created title in recognition of 16 years consistent global accessories value creation for Vivienne Westwood. Key achievements include:

- Increased Jewellery sales year on year for 35 seasons (AW08/09- AW25/26), to become the most profitable department within the company since 2015, accounting for 75% of total company turnover.
- Delivered highest ever Jewellery sales season for S/S 24 with a 104% increase from previous season of total wholesale value (including improving on profit margins from cost to wholesale, through moving productions and changing suppliers).
- Implemented and facilitated the transition from using an intermediary for developing and producing our collections to managing all operations in-house, resulting in £500,000 in savings from the first season in SS16 from our most profitable, best-selling classic styles. Saving an average of 47% per style. Savings to date, on these styles alone is upwards of £30 million.
- Opened a representative office in Asia, managed and built a high-performing development team in Asia, including product developers, CAD designers, studio makers, production, and quality control experts. Enabled us to increase margins, speed up processes, deliver increased control over design product quality, develop deeper product knowledge, develop innovative techniques, expand the range and mix of materials and techniques used in our jewellery.
- Moved material and component sourcing away from factories, for pearls, gemstones, semi-precious stone carvings, bespoke components, findings, took inhouse and sourced manufacturers in Asia which enabled us to be more cost effective, improve quality, variety, and gave us greater options for design. Created multiple marginal gains throughout the collection as a whole by negotiating component costs directly with suppliers, manufacturers.
- Increased the offer in the sterling silver category, adding more women's ranges, stand-alone earring designs, introduced men's sterling silver jewellery saw a halo uplift in sales of 85% over 10 seasons.

HEAD OF PRODUCT DEVELOPMENT

Vivienne Westwood LTD | London | June 2008 - July 2024

A multifaceted leadership role, linking creative, development, commercial, marketing, and financial teams. Continually innovative and pushing the boundaries of market and manufacturing expectations.

- Lead creative strategist for the direction of all jewellery collections and collaborations, building the range structure to meet the needs of all market channels and ensuring creative and stylistic alignment with the Vivienne Westwood brand identity.

- Delivery of key market research insights to capitalise on consumer preferences, market trends and opportunities across all regions' competitive landscape.
- Directing the design team to visualize and re-create their ideas, ensuring designs are functional, commercial, and within budget. Reviewing the technical aspects of a design, problem solving, and adapting the designs accordingly.
- Management of the London jewellery Product Development and Operations and Commercial teams.
- Overseeing the development teams in Asia ensuring seamless operations, margin monitoring to hit monthly targets, and exemplary quality control standards to all products.
- Delivery of content strategy to marketing colleagues, to promote seasonal and commercial jewellery products across various media channels, elevating jewellery lines to customers.
- Presentation of collections, targets, progress reports on the UK and Thailand teams to Board Directors.
- Cultivating and growing existing relationships with partners and key stores and showrooms, reviewing feedback and retail analysis from buying teams, analysing sell-through and hero products, and identifying untapped opportunities.
- Management of wholesale, retail and cost pricing strategies, sales target setting, and negotiations with suppliers and factories, to ensure competitiveness and profitability across the collections.
- Planning seasonal budgets for the Asia office (Representative office) RO and London department covering recruitment, development, and departmental operations.
- Creative direction, curation, content supply, budget planning and logistics for the jewellery exhibitions (average of two per year) and accompanying Thames & Hudson book, and range of garments, accessories and merchandise specifically designed for the travelling exhibition
- Management of collaborations with The Palladium Alliance International, delivering two fine jewellery collections per launch across high-fashion statement pieces and commercial styles. Overseeing the end-to-end process from supplier sourcing, through design development, sampling, and quality control, to the successful launch of products to market.
- Led the launch of the brand's first demi-fine capsule jewellery collection, delivering in-depth competitor research and benchmarking, sourcing and trialling new suppliers, and working cross-functionally with marketing, buying and wholesale teams to ensure cohesive product strategy and alignment.
- Design of the sunglass and optical collections, identifying key trends and needs of markets, translating these ideas into wearable and marketable products.
- Creative direction of the UK license for women's, men's and unisex watch ranges, appraising new trends, and the constant release of comparative and competing collections.
- Ownership and delivery of external collaborations with charitable organisations of nongovernmental organizations, to enhance the brand's reach.
- Development of a sustainable jewellery strategy; setting seasonal targets for suppliers and company, keeping informed of key sustainability trends and industry developments in all tiers of the supply chain.

EYEWEAR DESIGNER & PRODUCT MANAGER

LINDA FARROW | LONDON | April 2005 – July 2008

- Responsible for design, development and production of all ranges; Linda Farrow in house brand, high-end designer collaborations, and High Street retailers.
- Delivered successful designer collaborations: Dries Van Noten, Raf Simons, Yohji Yamamoto, Giles Deacon, Luella, Matthew Williamson, Henry Holland, Jeremy Scott, and Bernhard Willhelm. Demonstrated detailed first-hand knowledge of all manufacturing processes in Eyewear.
- Researched and sourced material and developed contacts with new factories to realise specific techniques.
- Liaised with manufacturers in the Far East and Europe, factory-based development meetings.
- Delivered design consultancy proposition for the Marcolin group and the Tom Ford eyewear collection.

DESIGN ASSISTANT

PPQ LTD | LONDON | May 2002- April 2005

Assisted all departments, from design to production, to ensure clothing, and accessory lines were completed on time for the London Fashion Week official catwalk show, and sales in London, Paris, Milan.

QUALIFICATIONS

B.A Hons Fashion Print - 2:1 - Central Saint Martins College of Art and Design |1997 – 2001|

Foundation Course, Art and Design - Merit - Central Saint Martins College of Art and Design |1996 – 1997|

A Level Art - Grade A, A Level Fashion - Grade A - GNVQ French Business Listening & Speaking Level 2

Esher College |1994-1996| **10 GCSE's GRADE A* - C** Coombe Girl's School |1989-1994|