

Olivia Midgett

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New York City based apparel designer, well versed in both dress and sportswear markets across multiple price points. Actively looking to obtain a Designer position with a smart and creative team.

Experience

MAGGY LONDON – NEW YORK, NY

Senior Designer – MAGGY LONDON & LUXELY

April 2025 – Present

- Work directly with VP of design and sales to create quarterly deliveries for trend right dress lines for both Luxely and Maggy London brands. Sold at Nordstrom, Macy's, Bloomingdales, Dillards, Rent the Runway etc.
- Conduct trend research and develop seasonal design concepts from initial sketches to final production in close collaboration with Production, Technical Design, and Ecommerce teams.
- Manage design timelines to ensure all milestones are met according to the seasonal time and action calendar, including travel to overseas factories.
- Build and maintain strong relationships with overseas vendors, ensuring design integrity throughout the sampling and production process.

Designer - LUXELY

July 2023 – April 2025

- Worked directly with VP of design to create and launch LUXELY; a contemporary, sustainability focused and elevated sweater and woven dress brand. Launching with Nordstrom, Macy's and Bloomingdales in Feb 2024
- Worked directly with VP of design to build out seasonal concepts and direction. Create color stories and pull fabric direction.
- Direct all design meetings and maintain all design boards, charts, records. Maintained clear and organized design wall with sketches, prints, swatches etc.
- Maintain seasonal development in the Airtable database, tracking all development updates including initial tech packs, sample yardage and trim tracking, factory proto comments etc.
- Manage all overseas factory communication from initial development to SRS. Including sweaters and wovens in China, Vietnam, Sri Lanka and Turkey
- Manage all fittings with tech team to bring final samples through production.
- Travel to overseas factories to streamline line development, fittings and fabric sourcing

Associate Designer – LONDON TIMES

October 2020 – July 2023

- Work closely with creative director for each season, including research, business strategy, sketching, and overseas sample development for main line London Times and private label brands
- Execute overseas factory development tech packs for all styles each season. Including technical flat sketches and accurate specs
- Work closely with sales team to execute seamless monthly market appointments

SECTION 101 – NEW YORK, NY

Co-Founder & Creative Director

Oct 2020 - 2025

- Co-founded *SECTION 101* in Oct 2020, a modern contemporary sportswear brand for today's modern woman needing a professionally comfortable staple wardrobe, launched in Fall 2022. As featured in *BRITISH VOGUE*
- Provide creative direction for quarterly drops. Each drop building upon the existing collection to expand the interchangeable pieces for the customer.
- Sourced all development partners including apparel factories, fabric and trim mills, web designers, photographers, ecommerce specialists etc.
- Work with CEO to create marketing content to streamline the vision of the brand and create brand awareness. Working with brand ambassadors and content creators to create original marketing content.
- Continuously maintain brand outreach to potential buyers through our ecommerce site and third-party retailers such as *Wolf & Badger*, *Showfields* and small boutiques across the east coast.

G-III APPAREL GROUP – ELIZA J / NEW YORK, NY

Associate Designer

July 2018 – June 2020

Assistant Designer

December 2017– June 2018

- Assist the design director with all aspects of the design process; from concept, to development and post-production.
- Contribute sketches to Eliza J and private label brands (Chelsea 28, 1901, Harper Rose)
- Create detailed tech packs for overseas factories including flat sketches, specs and mock drapes. Execute samples per development calendar with daily follow-up with overseas factories and in-house sample room. Responsible for all costing of domestic and overseas styles for all three Nordstrom labels.
- Assist in monthly market appointments in NYC. Travel to Nordstrom HQ in Seattle and Dillard's HQ in Dallas for bi-monthly appointments

MAGGY LONDON / NEW YORK, NY

Freelance Assistant Designer

April 2017 – November 2017

GAP INC. / NEW YORK, NY

Freelance Print Concept Assistant

June 2016-April 2017

ZAC ZAC POSEN / NEW YORK, NY

Assistant Designer

June 2015 - May 2016

Design intern

January 2015 - June 2015

PVH –G.H BASS – ARROW / NEW YORK, NY

Menswear Design Intern

6/2014-12/2014

MISHA NONOO / NEW YORK, NY

Design Intern

5/2013-9/2013

Education

FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, NY

BFA, One-Year Associate Degree, Fashion Design, Sportswear Concentration

2013-2015

FASHION INSTITUTE OF DESIGN AND MECHANISING, SAN FRANCISCO, CA

Associate Degree, Fashion Design

2011

Skills

Flat/Fashion Sketching • Adobe Illustrator • Photoshop • InDesign • AEM • Bridge • Tech Packs • Airtable • Filemaker • Simpapel • JOOR • Kaledo • Microsoft office • Patterning Making • Draping • Sewing

*Portfolio Upon Request