



During Rosamund's time with Beyond Skin she has demonstrated a high-level efficiency and enthusiasm for the business and each season has proved to be a valuable asset to the design team.

Although, her initial few weeks working with us were spent familiarising herself with stock and our general mode of operations, we soon invited Rosa to be involved in other more significant duties. A list of Rosamund's responsibilities are listed below:

- Trend forecasting
- Assisting in the design process
- Production of industry standard CADs
- Season Analytics and market analysis
- Accompanying the directors on trips to the Spanish factory

- Photographer
- Assisting in social media content creation
- Assisting on photoshoots and styling

- Website merchandising/visual merchandising
- Liaising with other brands for collaborative projects
- Stock and refund reconciliation
- Accurate and efficient stock taking
- General customer assistance

Rosamund showed a genuine love and enthusiasm for research of both contemporary and historical trends. Whilst with us she produced detailed trend forecasts of AW18, SS19 and AW19. These trend forecasts were accompanied by Beyond Skin sales analytics, which enabled the design team to make considered and efficient designs to suit the needs of the consumer in the current retail landscape.

While interning with Beyond Skin Rosamund accompanied one of our brand Directors on a business trip to the Lineapelle expo to select swatches for the upcoming season. Rosamund showed excellent technical product knowledge and a keen eye for detail while acting as assistant on the trip and so we also invited to her to accompany and assist the brand Directors on our trip to our production factory in Elche Spain. Subsequently, she was invited to be involved in the design process of SS19 and AW19; proving to be a proficient and able member of the design team.

Rosamund demonstrated strong illustrative skills, both sketch based and digital, that clearly communicated intricate design details. Rosa's proficiency with Adobe software ensured CAD designs were completely skilfully and efficiently to a high standard. While, her ability to adapt said technical drawings on the fly as the design developed allowed for a smooth design process.

I would highly recommend Rosamund to any potential future employers as she displays a unique design perspective and collaborative nature to all the projects she endeavours to tackle and executes each task to a high standard. The enthusiasm and creativity she injects into all facets of her responsibilities demonstrates the level of dedication and pride in the work undertaken, while her intuitive sensibility makes her a highly valuable member of the team.

A handwritten signature in cursive script that reads "N. Dean". The ink is a dark grey or black color.

Natalie Dean
Founder