

LOI IAT SENG, DUSTIN

Fashion Designer | Menswear Expertise

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HONG KONG

A dynamic fashion designer with over 8 years of professional experience. Demonstrated track record of developing contemporary designs that capture unique brand aesthetics within a competitive market. Skilled at collaborating with manufacturing and production teams to successfully bring products to market

EDUCATION

2013-2016

LaSalle College, Fashion Design (Menswear) - Canada

PROFESSIONAL EXPERIENCE

Fashion Designer

Jan 2023 - Present

Hong Kong

G2000 (Apparel) Ltd (Casual shirt)

- Designed 40 styles with 125 SKUs per season, from initial concept development through to final production
- Analyzed market trends to inform and develop creative direction for commercially successful collections
- Identified market & yarn requirements, and established detailed specifications for fitting & production processes
- Contributed to the evolution of the brand's aesthetic, leading to a 10% growth in sales
- Collaborated on design initiatives for overseas buyers and franchisees, ensuring alignment with brand identity and market preferences through cohesive fashion direction, fit, yarn selection, color schemes, and print designs tailored to specific markets

Apparel Designer

Jul 2021 - Dec 2022

Hong Kong

Sportsdirect.com (Asia) Limited (No Fear & Karrimor)

- Negotiated supplier contracts resulting in a 15% reduction in material procurement costs while maintaining quality standards
- Designed exquisite fashion items in accordance with the brand's aesthetic
- Oversaw seasonal conceptualization and creation of men's accessories, incl. bags, hats, skateboard, etc.
- Overhauled the design process for efficiency, achieving a 20% reduction in design development cycles
- Managed the entire product design process, from initial market research and mood board creation to sketching/designing and delivering the final product
- Oversaw technical designs of products from concept to factory, incl. fabric & trim selection, meeting & selecting vendors, etc.

Fashion Designer

Aug 2020 - Feb 2021

Hong Kong

I.T Apparels Limited (Bapesta)

- Impacted the successful launch of a new urban streetwear line through involvement in design, creative direction, styling & graphic elements
- Conducted in-depth research on current fashion trends, materials, trims, colors, and themes

Assistant Fashion Designer

Jul 2019 - Aug 2020

Hong Kong

Trinity Group (Kent & Curwen)

- Assisted the Creative Director in conducting market research and analysis, shaping seasonal trends & collection themes
- Delivered comprehensive assembly instructions for garments through the creation of detailed Tech Packs

Technical Designer

Jul 2017 - Jul 2019

Montreal, Canada

Thread Collective

- Collaborated with suppliers to negotiate cost-effective material purchases while maintaining quality standards

KEY ACHIEVEMENTS



"Emerging Menswear Designer Award 2017"
Top 5 Finalists

Individually design a collection for competition Runway



Creativity

With a passion for pushing boundaries and exploring unconventional design ideas, I consistently deliver innovative and trend-setting clothing designs that captivate audiences.



Attention to Detail

My meticulous attention to details ensures that every aspect of my designs, from stitching to fabric selection, is of the highest quality, resulting in garments that exceed expectations.

SKILLS

Adobe Illustrator, Adobe Photoshop, Trend Forecasting, Garment Construction, Sketching

LANGUAGES

Chinese(Cantonese & Mandarin), English & French

Legit to work in Canada
Availability One-month Notification