

## Director of Fashion

**Title:** Director of Fashion  
**Department:** Marketing + Design

### Job Description:

JAKE was founded in 2012 as a workshop amongst two friends, and today is a leading upstart San Francisco design house of modern luxury apparel and lifestyle collections. The prominence of the JAKE brand is attributed to the unique combination of the *classic* and *modern* with a *defiant twist*. By mixing traditions firmly rooted in the classic, hard tailoring of clothesmaking with bold personality and design, our commitment to superior product quality and the customer experience is unparalleled. JAKE gives clients what they never knew they wanted by enhancing their wardrobe and lifestyle.

At JAKE, we bring together strong, collaborative people in a culture of high energy, mutual respect, support, accountability, and passion for the brand and product. Our goal is to offer an inspirational and modern workplace that allows for exceptional talent to lead and to thrive.

### Primary Purpose:

As part of the Marketing + Design teams, this position leads the JAKE fashion and style story in all style and fashion based initiatives and is a key contributor and leader in the media, marketing, and communication related initiatives of The Company. The Director of Fashion is responsible for a wide variety of tasks that are directly associated to fashion coordination, management, and promotional activities and fashion/style based communications initiatives for the business. These include but are not limited to retail brick and mortar, wholesale and online.

The Director of Fashion is also responsible for planning, executing and providing brand leadership and strategy for the business with a close eye towards fashion trends and current relevant style to maintain a unified and organized fashion atmosphere.

The Director of Fashion is capable of driving success and leading a team with a broad range of diverse responsibilities. This individual needs to be able to easily work across teams and effectively communicate between different departments of the organization. Ideally this person will have 5-10+ years of industry and fashion leading experience, and can juggle long-term and short-term deadlines to maximum personal and company KPIs.

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### Key Roles and Responsibilities:

- Manage and/or assist in design process for womenswear across all company departments including Custom, wearNOW!, bridal and other departments and balanced assortments that include core and fashion items as it pertains to multiple product categories.
- Create designs that support merchant line plans, assortment strategies, and price points and provide overall creative direction for womenswear.
- Communicate effectively with the inside core team as well as outside offices and vendors to ensure product execution per design intent.
- Assist Product team on client, production and technical fittings as needed and assist in monitoring production QA/QC.
- Work in conjunction with Creative Director and Marketing Team to design presentations to Sales Team and Customers.
- Continuously monitor fashion brand publications and visit major manufacturers and merchandise markets to observe and review the latest fashion trends
- Concept, communicate and execute company photoshoots, magazine events and fashion shows and select garments and accessories for events and promotional marketing
- Travel for design inspiration, vendors, clients or sales presentations with accounts buyers and trade shows as needed.
- Assist with client sales and fittings as needed both with individual clients or other related sales opportunities such as pop up shops or customer service and management.
- Assist and represent JAKE at various promotional events, networking events, and promotional tables, acting as a brand ambassador and representing the company in a positive refreshing demeanor.
- Creating multichannel content used across all platforms including stills & video. This includes but is not limited to: Campaigns, Editorial, Social Media, Advertorial, and other marketing media.
- Manage and lead fashion focused content for the brand to ensure marketing team is producing compelling and on-brand content for sponsored stories, ad creative, social media channels, marketing emails, and special projects and all material is cohesive from a fashion and style perspective.

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- Collaborate with the marketing and sales team to conceive, execute, and build custom fashion content for campaigns and advertorials
- Work with management to develop appropriate timelines, budgets, and sales goals on an annual and collection basis in addition to tracking and optimizing content performance on a weekly and monthly basis.
- Execute a strong brand retail and pop up aesthetic through standout visual merchandising, impeccable front of house standards and outstanding styling
- Support, mentor and develop junior team members
- Execute additional tasks as required based on management or company needs.

### Position Requirements:

- Bachelor's Degree with a minimum 5+ years of Fashion Industry related experience with focus on luxury/high-end offerings.
- Strong sense of style and trends of luxury lifestyle goods, luxury retail, and brand development within the industry.
- Highly engaged in the fashion and lifestyle world; continually up on news and developments within in the industry, JAKE locations and future JAKE locations.
- Significant experience working with cross-functional internal and external in addition to high level national and international clients.
- Proven experience in developing comprehensive marketing and design budgets and strategy plans.
- Proven experience in styling photoshoots, video commercials, retail merchandizing windows, or other related opportunities.
- Highly organized with the ability to juggle multiple priorities while working in a fast-paced environment.
- Experience in motivating and leading a team through strong leadership skills and a high degree of initiative.
- Strong leadership skills and a high degree of initiative.
- Excellent written and verbal communication skills.

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- Travel to vendors/partners/contacts when required.
- Great sense of humor and willingness to laugh at yourself.

### **Disclosure:**

JAKE is an equal opportunity and affirmative action employer and who pride itself on hiring and developing the best people. All employment decisions (including recruitment, hiring, promotion, compensation, transfer, training, discipline and termination) are based on the applicant's or employee's qualifications as they relate to the requirements of the position under consideration. These decisions are made without regard to age, sex, sexual orientation, gender identity, genetic characteristics, race, color, creed, religion, ethnicity, national origin, alienage, citizenship, disability, marital status, military status, pregnancy, or any other legally-recognized protected basis prohibited by applicable law.