

Fashion Design and Production Services

By Angela Johnson

ANGELA JOHNSON'S

DESIGN AND PRODUCTION SERVICES

Love fashion?
Have an idea for a
fashion design?
Want to start a clothing
line?

Angela can help!

Business Start Up



- Business guidance
- Learn the industry

Design



- Sketching
- Specs
- Collection
- Fabrication

Marketing/Sales



- Sales reps
- To market
- Fashion Shows

Production/Manufacturing



- Patterns & sizing
- Cutting & sewing

[Click to download resume](#)

Who is Angela Johnson?

FASHION DESIGNER, FASHION EDUCATOR, ARIZONA FASHION INDUSTRY LEADER AND INSIDER, FASHION BUSINESS CONSULTANT AND FASHION SHOW COORDINATOR WITH 17+ YEARS EXPERIENCE IN THE FASHION INDUSTRY.



EDUCATION
FIDM 06/96
 Los Angeles, California
 Professional Designation Degree in Fashion Design with honors
NORTHERN ARIZONA UNIVERSITY 12/93
 Flagstaff, Arizona
 Bachelor of Science in Speech Communication with honors

Qualifications and Technical Skills

*Small **businesses operations and start up** experience
 *Innovative and **imaginative design** abilities
 *Mature knowledge of **production and design**
 *Superior **forecasting skills**
 *Skilful **illustration and flat sketching** abilities
 *Precision **pattern making and draping** proficiency
 *Detailed **costing** abilities
 *Engaging **public speaking** abilities
 *Microsoft Word, Excel & Power Point
 *Beginner **Adobe Photoshop** and Illustrator
 *Extensive **runway show coordination** experience
 *Basic **grading/markings** knowledge

*Efficient, accurate and swift **cutting and sewing** skills
 *Vast **textile** knowledge
 *Facility in **sourcing**
 *6 years experience in **Los Angeles** fashion industry in production
 *Extensive contacts/resources in **AZ fashion industry**
 *Confident **public speaking** style
 *Extensive mentoring and **community service** experience
 ***Eco-conscious** design focus
 *Natural **Leadership** skills
 *Online/Social Media **marketing** specialist
 *\$5,000+ hours of fashion related **mastery**



ACCOMPLISHMENTS

Rising Star FGI of AZ
Artist of the Year Scottsdale Cultural Council
Best Local Designer (2011, 2012, 2013, 2014) Arizona Foothills Magazine
Chicest Local Designer 944 Magazine
Designer of the Year Finalist Scottsdale Fashion Week
 Recognized for "Inspiring the Future" Arizona Department of Education
Who's Who Among America's Teachers
 Honor roll FIDM and **Mortar Board Senior Honors Society** NAU



DESIGN/MANUFACTURING

01/01 to present
ANGELA JOHNSON CLOTHING
Owner/Designer
 One-of-a-kind clothing line made entirely from recycled T-shirts at AngelaJohnsonDesigns.com
 Job duties: All aspects of design, production, promotion, sales and business management
10/95 to 12/01
MONKEYWENCH
Owner/Designer
 Manufacturer of men's and women's street wear and snowboarding apparel. LA based and co-owned by Days of Our Lives actress Christy Clark
 Job duties: All aspects of design, production, promotion, sales and business management
01/95 to 04/98
X-LARGE MANUFACTURING
Designer/Production Manager
 Divisions: XLarge, XGirl, Grand Royal, Mini men's and women's street wear and better wear. International chain based in LA and owned by members of the Seattle Boys and Sons Youth
 Job duties: All aspects of design and production

FASHION EDUCATION

Instructor duties: develop written syllabus/course outlines and course materials; evaluate knowledge of subject matter taught and monitor students' scholastic records; prepare and grade exams; develop and enhance knowledge of subject matter through continuous professional growth experiences
 Lead Instructor: oversee fashion design faculty, maintain sewing room, coordinate window displays, assist students with scheduling and personal issues

08/14 to present
ARIZONA STATE UNIVERSITY
Faculty Associate: Fashion Design
 Classes: Fashion Design

08/06 to present
MESA COMMUNITY COLLEGE
 Adjunct Fashion Design Instructor

Employment

Classes: Fashion Design, Fashion Illustration 1, 2 & 3, Portfolio Development, Textiles, Fashion Business

05/10 to present
COLLINS COLLEGE
Lead Fashion Design Instructor
 Classes: Intro to Fashion, Fashion Design, Textiles, Fashion Illustration 1 & 2, Clothing Construction 1, Portfolio Development, Entrepreneurship, Salesmanship, and Fashion Promotions

08/05 to 05/06
ART INSTITUTE OF PHOENIX
Adjunct Fashion Instructor
 Classes: Survey of Fashion, Apparel Evaluation and Construction, Trends and Concepts, Textiles, and Cost and Line Specifications

01/00 to 05/05
NEW SCHOOL FOR THE ARTS AND ACADEMICS
Fashion Instructor
 Classes: Fashion Design

FASHION PROMOTION
11/03 to 2007 and 2014 to present
LABELHORDE: AZ'S HAUTEST FASHION DIRECTOR

Co-Founder/Publisher/Creative Director
 Arizona fashion community resource guide linking fashion professionals with each other while creating and supporting a fashion industry in Arizona at LabelHorde.com
 Job duties: Organize and update directory/database of Arizona designers and other fashion related professionals; produce fashion shows and events; coordinate stories; public relations; control direction of the business and all business matters.

2001-2003 and 2008-2011
FASHION INSTITUTE OF DESIGN AND MERCHANDISING

Speaker
 Job duties: Travel to Arizona high schools to give customized presentations to students about fashion and FIDM; memorize 20+ different fashion presentations including History of Fashion, French Fashion, Latin American Fashion, 20th Century Fashion, Business of Fashion, Economics of the Apparel Industry, Applied Art, Interior Design, Graphic Design, Trade to Landing a Job, Fashion Marketing, Fashionable First Families, and more; schedule future presentations with teachers.



SCOTTSDALE FASHION WEEK
 2012 Administrator, Board Member, Community Night Coordinator, Local Designer Event Coordinator

2010 Coordinator for Community Night, Designer of the Year and Educational Series

2009 Designer of Year show coordinator
 2008 Recruiter for Southbridge Runway

FASHION GROUP INTERNATIONAL OF AZ
 Regional Director 2014-2015

Board of Directors 2009/2010/11
 Member since 2000

DEPT OF EDUCATION
 Fashion Design and Merchandising External Review Member

Speaker/Presenter

SCOTTSDALE MUSEUM OF CONTEMPORARY ART
 SMOCA Fights Fashion show coordinator

AZ FASHION FOUNDATION LABELHORDE FASHION
 Co-founder

INDUSTRY INVOLVEMENT



Angela is...

an award winning, eco-friendly clothing designer with over 17 years of experience in the fashion industry. She is best known for creating elaborately constructed ball gowns and other garments from “thrifted” and recycled T-shirts. Angela's clothing is sold online at www.AngelaJohnsonDesigns.com. After earning her Fashion Design degree from the **Fashion Institute of Design and Merchandising** in L.A., she got her start working in design and production for **X-Large Clothing**, the line owned by **Mike Diamond of the Beastie Boys** and **X-Girl**, the line owned by **Kim Gordon of Sonic Youth**. She also owned an internationally- sold, mass-produced clothing line called **Monkeywench Clothing** in the mid 1990's. She is the founder of [*LabelHorde: AZ's Hautest Fashion Directory*](#) and has been honored as **Fashion Group International of Arizona's Rising Star** in 2004, **Artist of the Year** by the **Scottsdale Cultural Council's Chairman's Committee**, **Best Local Fashion Designer** by **Arizona Foothills Magazine** three times and has been featured in countless books, magazines and news programs. She is the Regional Director of the **Fashion Group International of Arizona 2014/2015** and has been one of the coordinators for **Scottsdale Fashion Week**. She teaches fashion classes at Arizona State University, Mesa Community College and Collins College and is a public speaker contracted out by organizations like the Fashion Institute of Design and Merchandising to speak about the fashion industry.

Did you know?

It takes hundreds of thousands of dollars to start even a small collection? Learn why...

Most small fashion businesses fail due to lack of knowledge about the industry and lack of money. Don't let this happen to you...

If you wanted to be a dentist, you wouldn't just open an office and start drilling teeth. You'd have to earn a dental degree. Educate yourself about your trade before jumping in...

Consultation Services

Get Small Fashion Business Start Up Guidance and Advice

Understand Components of a Small Fashion Collection

Understand Production/manufacturing Steps

Learn to Source Fabrics/trims and Manufacturers/contractors

Get Industry Design and Production Forms and Contracts

Small Fashion Business Start-up Consultation Guidance and Advice

\$100/hour

Overview of general business start-up procedures including tax/license, registration, apparel industry regulations and licensing.

Overview of entire design (including components of a collection, fabrication, inspiration, sourcing) and production process (including fabric minimums, grading/marketing, cutting, sewing, finishing), marketing, sales, industry obstacles and expectations.

Provide resources for sourcing, important industry information, and paperwork for production.

Sourcing

\$75/hour

Guidance in finding textiles and trims, sample sewers, pattern makers, graders/marker makers, sewing contractors, and other services and suppliers needed.

Advice and guidance on proper textile content, construction and minimums for samples and production.

Not available for pickup/drop off services.

Product Development Services

Get Sketches of Your Ideas with Specs and Tech Packs

Industry Design and Production Forms and Contracts Filled Out For Manufacturing

Get Patterns Made

Get Samples Sewn

Spec Sheets/Tech Packs and Production Forms/Contracts

\$75/hour

Creating Spec Sheets/Tech Packs (details about garment stitching, measurements, trims, fabric/trim info sheets, etc..) to accompany flats for sample and production instructions.

Cost sheets to price garments.

*Filling out forms for production including grading/marketing forms, cutting tickets, sewing contracts, send out contacts, etc...

Fashion Illustration Services

Fully rendered croquis (front and back views) \$175 each style

Flats \$50 (front and back views) each garment

Croquis (color renderings of garment on the body)

Flats (technical sketch of garment for construction purposes to accompany tech packs)

All illustrations are hand drawn. Does not include CAD illustrations.

Pattern Making

\$100/hour

Muslin (toile) through production pattern available including grain lines, notches, punch holes, labeled pieces, pattern card with instructions, on hanger.

Muslin fabric, dotted drafting paper and manila paper included/provided.

Simple Sample Sewing

\$75/hour

Includes cutting. Does not include fabric/trims.

Includes: Single needle machines for basic sewing, Overlock/Serger machines for knits, rolled hem edge and Coverstitch for knit hems.

Not including tailored garments.

Other Services

Learn to Sketch and Sew

Get Your Fashion Show
Coordinated

Beginning Sewing and Sketching Lessons	\$30/hour	See Sewing/Sketching lessons sheet for details.
Fashion Show Coordination	\$75/hour	Sourcing and coordinating designers, models, hair, makeup, A/V, staging, seating, music, styling, fitting, rehearsal, line-up, timing. Coordination only. Does not include payment to participants.

Notes

- Quality Control Services are highly recommended to check garments during production processes. Angela cannot provide QC services outside of Arizona. Client enters into production at their own risk with or without QC services.
- Angela may sub-contract pattern and/or sample sewing services as needed. Client will be informed and prices will be subject to change according to sub-contractor.
- **Intellectual Property:**
Angela retains authorship of all designs, accepted and rejected, and maintains the right to use them in her portfolio and in any promotional medium. Clients acquire full commercial ownership of all accepted designs while Angela keeps ownership of all rejected designs.
- **Payment Terms:**
Credit Card, Pay Pal or Check payments accepted.
Tangible Product Services: (Illustrations, Spec/Tech Packs, Patterns, and Sewing)
50% up front with remainder due upon completion. You only pay remaining balance if you are happy with the final product.
Consultation and Sourcing Services: Net 10