

# AMY SALA

NIGHTWEAR, UNDERWEAR & BODYWEAR DESIGNER



## PROFILE

Fashion designer specialising in nightwear, underwear and bodywear, with extensive experience delivering commercial, brand aligned collections from concept to production. Strong focus on fit, comfort, fabric quality, construction and print execution across core and seasonal ranges. Experienced in high volume retail environments with a strong understanding of customer, pricing architecture and brand DNA.

📍 BARCELONA, SPAIN

✉️ AMYSALADESIGN@OUTLOOK.COM

🗣️ SPANISH & ENGLISH  
DNI: YES

## KEY SKILLS

### PRODUCT & TECHNICAL DESIGN

- Concept to production
- Fit, comfort, construction & quality
- CADs & tech packs

### TREND & RANGE BUILDING

- Trend & market research
- Colour & print stories
- Balanced, brand aligned assortments

### NIGHTWEAR & UNDERWEAR

- Core & seasonal collections
- Comfort, handfeel & fit
- Commercial volume product

### PRINT & SURFACE DESIGN

- All-over, placement & engineered prints
- Trims, lace & embellishment direction
- Print for production

## EXPERIENCE

### FASHION DESIGNER – BODYWEAR & ACTIVEWEAR (FREELANCE)

*Barcelona / Remote | Mar 2025 – Present*

- Design and develop nightwear and lingerie concepts from brief to production
- Create technical CADs, artwork and specifications for sampling and suppliers
- Collaborate on fit, fabric selection, construction and development revisions
- Deliver production ready tech packs and visual assets

### ESSENTIALS DESIGNER | HEMA

*Amsterdam, Netherlands | Aug 2020 – Mar 2025*

- Led essentials design across nightwear, underwear, socks and thermals for men, women and kids, spanning core, capsule and seasonal collections
- Owned product development from concept to production, working to the design calendar and commercial deadlines
- Analysed sales performance to optimise fit, fabric choice and NOS ranges
- Collaborated cross functionally with buying, technical and product teams to deliver brand aligned ranges.
- Led the redesign of the sportswear department across multiple categories

### PRINT & NIGHTWEAR DESIGNER | HUNKEMÖLLER

*Amsterdam, Netherlands | May 2018 – May 2020*

- Designed nightwear collections across core and seasonal ranges, including premium lines
- Designed the NOIR premium nightwear collection
- Designed all over and placement prints across nightwear, lingerie, swim and accessories
- Collaborated closely with buying and technical teams on fit, fabric and innovation
- Delivered multiple collections per year within fast paced retail calendars

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## EXPERIENCE CONTINUED

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### FASHION GRAPHIC DESIGNER | TUDOR KNIGHT

*Manchester, UK | Feb 2018 – May 2018*

- Led graphic design across womenswear, menswear and kidswear categories
- Developed all over prints, T shirt placements and embroidery artwork for production
- Worked with UK retailers across premium to value markets
- Delivered production-ready artwork aligned to brand and commercial requirements

### ESSENTIALS DESIGNER | NORLANKA (PDS GROUP)

*Manchester, UK | Mar 2017 – Feb 2018*

- Acted as key liaison between UK retail clients and overseas development teams
- Led design and development across nightwear, underwear and swimwear categories
- Defined fabric and graphic direction aligned to brand and commercial requirements
- Supported supplier development through print mill visits and production follow up
- Managed multiple UK retail accounts within fast-paced delivery timelines

### NIGHTWEAR ASSISTANT DESIGNER | HADDOW

*Bradford, UK | Mar 2015 – Mar 2017*

- Supported design and development of nightwear across womenswear and menswear categories
- Designed original prints and graphics applied to garments, accessories and swimwear
- Collaborated with suppliers in China and India on print applications, fabrics and finishes
- Worked on collections for leading UK retailers including John Lewis, Next, and Debenhams

### LINGERIE DESIGN INTERN | MARKS & SPENCER

*London, UK | Jul 2013 – Sep 2014*

- Supported the design and development of lingerie collections
- Assisted with trend research, design concepts and technical documentation
- Gained experience within a large international retail environment

## EDUCATION

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### BA (Hons) Fashion Design & Technology: First Class

Manchester Metropolitan University | 2011 – 2015

### BTEC National Diploma (Level 3) Fashion Design: Triple Distinction (A\*)

Hull College of Art & Design | 2008 – 2010

## LANGUAGES

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**English:** Native / Fluent

**Spanish:** Intermediate (A2)

**Dutch:** Basic

**Italian:** Basic

## INTERESTS

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- Manchester Marathon Finisher
- 200 hour yoga teacher training | La Casa Shambala | Tenerife | 2025
- Sports: Yoga, running, padel, skateboarding