

annascholz

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TO WHOM IT MAY CONCERN

Dear Sir/Madam,

26 August, 2016

Reference for Ines Güntner

Ines successfully completed a work placement with us from 1 May to 26 August, 2016.

Working closely with all members of the team, her tasks included:

- Assistance with daily tasks in the studio
- Copying patterns
- Pressing and steaming garments
- Measuring samples and production garments
- Garment cutting in a variety of fabrics including jersey and scalloped lace
- Pattern work on sampling patterns
- Machine and hand sewing
- Participating in fittings
- Assisting the production manager with organising production components for CMT factories
- Packing customer orders for the web shop and processing returns
- Quality and stock control
- Organising stock in the warehouse
- Preparation for and help during our sample sale
- Photoshoot assistance
- Photoshop work including scanning and editing images
- Taking product shots
- Attending team meetings on different topics like digital marketing, newsletter creation, collection range review and annual time table planning
- Creating interactive style boards on Polyvore
- Brainstormed ideas and executed a flat lay photoshoot for our newsletter and Instagram marketing campaigns
- Project work: Trend research
- Project work: Pattern drafting from instructions for bodice block pattern with sleeve and development to design pattern including garment construction, fittings and pattern amendments

Ines has gained experience in the different departments of the annascholz studio and spent time with all team members learning about their responsibilities and contributions to the business. In the annascholz design studio, she experienced the process from initial design through pattern