


# RACHEL KUHNS

CONCEPT / TREND / DESIGN

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 781 - 534 - 8652

## EDUCATION

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### CORNELL UNIVERSITY

BS / Fiber Science & Apparel Design  
Ithaca, NY / 2009 - 2013

## EXPERTISE

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Trend Forecasting

Conceptual Design

Storytelling

Apparel Design

Content Strategy

Retail Strategy

Brand Strategy

Project Management

Product Development

Content Acquisition

Team Collaboration

## SKILLS

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Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Microsoft Office Suite

Hand Illustrations

AutoCAD

## EXPERIENCE

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### AMAZON

CONTENT MANAGER, AMAZON DISCOVER / November 2021 - April 2023

TREND & CONCEPT MANAGER, AMAZON FASHION / November 2019 - November 2021

- ▶ Developed and executed the content strategy and guidelines for a lifestyle shopping social platform, Amazon Discover, through cross functional collaboration
- ▶ Led the content acquisition for Amazon Discover through partnership with multiple internal stakeholders, retail brands, and social influencers
- ▶ Analyzed internal and external points of data to predict and define women's & men's trends and seasonal direction for the Amazon customer
- ▶ Partnered with stakeholders on concept ideation, content creation, and final execution of fashion marketing messages for Amazon Fashion customers
- ▶ Worked cross functionally with multiple teams to provide fashion and trend direction to execute key initiatives from product development to program launches
- ▶ Developed and presented creative deliverables to internal partners each season
- ▶ Managed the process for research, production, and creation of all internal deliverables

### NORDSTROM

TREND FORECASTER, WOMEN'S APPAREL, YC, SPECIALIZED / August 2018 - August 2019

TREND FORECASTER, WOMEN'S ACCESSORIES / September 2017 - July 2018

- ▶ Researched qualitative and quantitative information around fashion, art, and culture to gain insight to all micro and macro shifts affecting the retail landscape
- ▶ Analyzed all points of data to predict and define relevant trends and seasonal direction for the Nordstrom consumer
- ▶ Developed and presented creative tools to our internal partners to create a holistic strategy each season
- ▶ Managed production process and timeline to efficiently complete all projects
- ▶ Produced seven deliverables per season to lead our design, buying, and marketing teams each season
- ▶ Led a cross-divisional collaboration to create an internal website that allows our materials to be digitally accessed
- ▶ Traveled to attend trade shows and analyze retail competitors

### DAVID'S BRIDAL

DESIGNER / May 2017 - September 2017

ASSOCIATE DESIGNER / July 2015 - April 2017

ASSISTANT DESIGNER / July 2014 - June 2015

DESIGN ASSISTANT / July 2013 - June 2014

- ▶ Conceptualized initial themes by: creating mood boards; developing fabrics, trims, and colors; and working with production team to create technical samples
- ▶ Executed the creation of finalized product by: constructing tech packs, overseeing production, and coordinating with foreign counterparts and factories
- ▶ Collaborated with creative director and senior designer to create each season from initial concept to finalized product
- ▶ Aligned with our merchants to fulfill our strategic retail plan for the season
- ▶ Presented each stage of the production cycle to upper management: from directors to EVPs
- ▶ Partnered with vendors to produce accessories lines including; handbags, footwear, sashes, and children accessories
- ▶ Designed and oversaw production of embroidery, beading, lace and trim development
- ▶ Managed all incoming production samples and preparations for meetings