

Corrie MacDonald

Creative Lead | Lingerie, Nightwear & Swimwear Specialist

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About Me

I am a British creative lead with over 25 years of global experience in the fashion industry, specializing in lingerie, nightwear, and swimwear. Passionate about style, colour, and quality, I combine creative vision with strong technical expertise in fit, materials, and production. My career spans Japan, China, Europe, and India, making me highly adaptable to diverse cultural and business environments.

Expertise

- Creative Direction – Transforming trends into commercially successful collections
- Trend Forecasting – Translating market insights into strategic product development
- Technical Innovation – Mastering garment construction, fit, and new material development
- Sustainability – Integrating responsible sourcing and eco-conscious practices
- Leadership – Building and mentoring high-performing creative teams
- Commercial Strategy – Aligning design with business growth and brand identity

Key Achievements

- Launched new product categories at C&A, driving +10% yearly growth in Nightwear and +30% revenue in Swimwear
- Spearheaded the Lingerie Boutique concept for C&A, enhancing in-store experience
- Designed the Pearl Bra for Triumph Japan using Mikimoto pearls and antique lace
- Co-founded Sol de Mimi, an international swimwear brand
- Designed and launched Bravo Intimates' first range in 3 months, introducing innovative sales strategies

Experience

C&A (Germany) – Senior Design Manager, Lingerie, Nightwear, Legwear & Swimwear (2018–2024)

Freelance Consultant (Shanghai, China) – Design, production & sourcing for global brands (2013–2015)

Schiesser Asia (China) – Design Director (2011–2013)

Triumph International (Japan) – Chief Designer & Product Manager (1993–2010)

Education & Skills

London College of Fashion – Diploma in Clothing Management (Distinction)

Winner of the Jarvis Gold Medal (Best in UK)

Languages – English (native), Japanese (advanced)

Tech – Adobe Illustrator, Photoshop, Microsoft Office, PLM