

OTTO ALEXANDER SMITH

Fashion Designer | MA in Fashion, RCA, London | Commercial Acumen

Fashion designer and denim specialist with experience spanning Alexander McQueen to Nudie Jeans. Combining craftsmanship with creative direction, I bring expertise in garment design, construction, and repair. Educated in Knitwear and Knitted Textiles Design at Nottingham Trent University and holding a Master's in Fashion from the Royal College of Art, London. I create unique, story-led pieces that balance innovation, quality, and individuality.

EDUCATION

2025 | MA in Fashion | Royal College of Art, London | Exceptional First

2023 | BA in Knitwear & Knitted Textiles Design | Nottingham Trent University | 2:1

PROFESSIONAL EXPERIENCE

Creative Director & Head Designer

Otto Alexander | London | 2023 – Present

- Founded and lead an independent denim-focused fashion brand.
- Design and construct original, bespoke denim pieces, showcasing craftsmanship and innovation.
- Cultivate a community of denim wearers by embedding personal narratives and sustainable values into each collection.
- Direct brand identity, creative strategy, and production processes from concept to execution.

Freelance Seamstress

ELV Denim | London | March 2024 – Present

- Upcycle and repurpose scrap furniture leather into high-quality patchwork textiles for bomber jackets.
- Engineer cohesive, durable fabric panels through precision hand-stitching, topstitching, and pattern alignment.
- Deliver bespoke regenerative jackets that demonstrated sustainable fashion practices and innovative material reuse.
- Enhance ELV Denim's reputation for circular fashion through creative garment reconstruction.

Head Repairer

Nudie Jeans | London | Oct 2022 – Present

- Lead repair operations, restoring denim garments to the highest standard while preserving individuality.
- Customise alterations to reflect customer identity, elevating satisfaction and loyalty.
- Consistently deliver under strict deadlines, improving turnaround efficiency.
- Champion sustainable practices by extending garment life cycles and reducing waste.

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Fashion Design Assistant

Alexander McQueen | London | Oct 2021 – Nov 2021

- Contributed to the Spring/Summer 2023 collection with a focus on knitwear construction.
- Partnered with Knitster LTD to refine textile techniques, enhancing luxury detailing.
- Gained insight into the creative process of a world-class fashion house, contributing to high-end runway preparation.

Fashion Textile Assistant

Knitster LTD | London | Sept 2021 - Nov 2022

- Collaborated with McQueen's design team on knitted textile development for the Spring/Summer 2023 collection.
- Executed complex bodice structures and final garment finishing to production-ready quality.
- Supported luxury garment production at McQueen headquarters, contributing to craftsmanship at couture level.

Tailor's Assistant

OneBC | Nottingham | June 2018 – June 2020

- Assisted lead tailors in developing bespoke silhouettes through advanced pattern cutting, toiling, and garment construction.
- Refined technical precision in measurement and fitting, contributing to high-end tailoring services.
- Strengthened craftsmanship skills while supporting the delivery of premium-quality garments.

SKILLS & EXPERTISE

Creative: Fashion Design & Construction | Denim Specialisation | Creative Direction

Technical: Pattern Cutting & Toiling | Textile Development | Adobe Creative Suite

Personal: Problem-Solving | Quick Thinking | Attention to Detail

PORTFOLIO

Full portfolio available at [OttoAlexander.co.uk](https://ottoalexander.co.uk) and Instagram

[Website](#) | [British Fashion Council](#) | [Royal College of Art](#) | [Fashion Shows](#) | [Instagram](#)

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