



HIGH FASHION GROUP

Job Specification

Posting Date:	29 May 2026
Post / Position:	Marketing and Product Development Manager (Knitwear) / Assistant Manager (if less experience)
Company	High Fashion Group
Nature of Business:	Fashion & Textiles
Location:	Hong Kong based, frequent travel HZ factory
Job Description / Responsibility:	<p>Department: Group Product Development Reporting to: Head of Product Development</p> <p><u>About the Role</u> We are seeking a skilled Marketing and Product Development Manager (Knitwear) to lead and drive innovation in our knitwear product strategy and seasonal development. This role will work closely with our in-house knitwear factory and technical team, guiding product development from yarn development and swatches through knitting, stitching, and full garment design. The objective is to strengthen our sweater development capability, improve factory execution, and expand business opportunities through market-led trend and innovation.</p> <p>Key Responsibilities</p> <p>1) Product Strategy Identification</p> <ul style="list-style-type: none">• Understand and analyze knitwear requirements across diverse markets including US, EU, Asia, and China domestic.• Identify knitwear product strategies aligned with corporate direction and commercial goals.• Build a holistic product development map and maintain a structured project pipeline.

	<p>2) Design & Development</p> <ul style="list-style-type: none"> • Translate the project pipeline into: <ul style="list-style-type: none"> ○ Seasonal yarn collections ○ Swatch books ○ Seasonal knitwear collections • Develop precise tech packs and CADs to support merchandising, sampling, and execution with accuracy. • Ensure garment design feasibility by integrating technical considerations early (yarn, gauge, stitch structure, finishing, and construction methods). <p>3) Cross-Functional Collaboration (Factory + Tech + Sales)</p> <ul style="list-style-type: none"> • Collaborate closely with factory merchandisers and the technical team to deliver innovative knitwear on time. • Work with the sales team to ensure designs are responsive to customer needs while still meeting quality and margin targets. <p>4) Bridge Role Between Sales and Merchandising</p> <ul style="list-style-type: none"> • Act as a key liaison by translating customer and sales feedback into actionable design direction for merchandising and product development teams. • Support development of customer-requested styles while protecting product integrity, feasibility, and price architecture. <p>5) Corporate Promotion & Market Support</p> <ul style="list-style-type: none"> • Support corporate promotional initiatives such as trade shows and digital marketing campaigns. • Provide expertise to support customers with their brand requests.
Salary and Fringe Benefits:	Negotiable
No. of vacancy:	1

Requirement:	<p>Knitwear Design Manager</p> <ul style="list-style-type: none"> • Bachelor’s degree in Fashion Design, Textiles, Knitwear, or related field. • Minimum 8 years design experience, including knitwear. • Strong technical knowledge of: <ul style="list-style-type: none"> ○ yarn counts ○ gauges ○ stitches / knit structures ○ knitting construction and garment finishing • Proficient with design tools including: <ul style="list-style-type: none"> ○ Illustrator / Photoshop ○ AI design tools <p>Assistant Manager (if less experience)</p> <ul style="list-style-type: none"> • Relevant degree preferred. • At least 5 experience in knitwear design (or equivalent). • Demonstrated technical capability in yarn/gauge/stitch knowledge and ability to support tech packs and swatches. • Software proficiency in Illustrator/Photoshop/AI and willingness to develop CAD capability. <p>Competencies (Preferred)</p> <ul style="list-style-type: none"> • Strong product and trend insight with market-oriented mindset. • Ability to lead development planning and pipeline management. • Excellent communication and cross-team collaboration. • Hands-on technical problem solving.
Additional Information:	N/A
Please contact:	Kim Ho
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Closing Date:	29 August 2026