

A. Organizational Context:

Job Title	Senior Designer, Knitwear	Date	December, 2025
Function	Design	Location	Hong Kong
Roles Reporting to this position	N/A	Reporting to	Design Manager, Knitwear
B. Role Objective			

Support the growth of Simple Approach knitwear categories.

C. Key Responsibilities & Accountabilities

- Work closely with HOD, Design Manager and wider team to create seasonal collections that are customer focused, commercially viable and ensure brand consistency.
- Collaborate with Design, Tech and PD teams to execute briefs, TPs, customer requests and create seasonal collections.
- Ownership for growing the business levels collectively with the sales team within your product category by analyzing gaps and creating opportunities.
- Establish strong relationships with buyers and customers by researching their brand and understand business needs, objectives and price architecture.
- Foster strong internal relationships, working collaboratively across departments to ensure business development initiatives are well presented and supported by high quality design presentations.
- Ensure SOPs are adhered to, and all TPs are updated to our internal PLM system.
- Build strong relationships through clear communication with our PD team to ensure TPs and sampling requests are executed to the highest standard and within customer deadlines.
- Manage projects and timelines effectively and give clear priorities to the PD sample room.
- Stay up to date with key competitors, industry trends and market intelligence.
- Communicate effectively with team members and foster a supportive environment.
- Mentor junior members of staff and support their growth through appropriate feedback, delegation of tasks enabling a culture of learning and progression.
- Undertake self-performance reviews (PMS) to identify development objectives alongside input from line manager.

Specifications:
Knowledge & Skills

- Strong technical understanding of yarn counts, gauges and stitches.
- In-depth knowledge and skilled in all design-related applications and software (e.g. Illustrator, Photoshop, InDesign, CLO3D) plus basic office software (e.g. PowerPoint, Excel ...)

- Create strong visual CADs, tech packs that are clear and detailed for PD sample room and factories to execute.
- Strong knowledge of apparel business end to end - sourcing, design concept, innovation, TP creation, sample quality and analysis, basic costing awareness
- Engage confidently with customers to trust us as key partners.
- Proficient in English, both spoken and written.

Personal Attributes

- Creative: Must possess high degree of fashion aesthetic, keen interest in trends & lifestyles, aware of key competitors, and be aware of social media influences.
- Supportive: Incubates new ideas and has a strong eye for detail. Can work within the creative process effectively and supports team to bring concepts to fruition.
- Team player: Build good working relationships, collaborate towards deadlines and key deliverables.
- Disciplined, flexible and can work under pressure with deadlines in a fast-paced culture, takes direction well, has accountability & manages workload. Take the initiative and can multi-task and adapt to changing priorities set by customers and or business.
- Ability to work in a fast-paced, team-oriented setting and interface effectively with our global teams.
- Maintain strong values and lead by example to always deliver our Simple Approach company values.

D. Key Interactions & Relationships

Internal Interfaces	External Interfaces
<ul style="list-style-type: none"> • Design teams across regions • PD teams across regions • Technical teams across regions • Sales, Merchandising and Production teams • Leadership team • HR team • ESG team • Finance team • Internal brand teams 	<ul style="list-style-type: none"> • Customers – Buyers, Designers, Sourcing teams • Suppliers – yarn mills, trim suppliers • Vendors (factories)

E. Role Requirements & Specifications

Education	Experience
Bachelor’s Degree in Fashion Design, Textiles, Knitwear or similar relevant industry recognized qualification.	5+ years’ design experience within a similar creative industry.

Other Specifications

Salary: Will be competitive depending on candidate’s experience.

Location: Lai Chi Kok

Fringe Benefits: 16days AL, Medical Insurance for self, Discretionary Bonus

Please contact: Krupa Joshi

Email address: krupa@simple-approach.com

Note:

Recent graduates and candidates with less experience may apply as well.

The designation/ job role will be modified accordingly.

=====

Simple Approach is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees

For more information on the company, please visit our website www.simple-approach.com

Trust, Integrity & Ethics • People First • Entrepreneurial Spirit • Customer Centricity

Transparency, Collaboration & Teamwork • Social Responsibility