



HIGH FASHION GROUP

CHIEF DESIGNER

ABOUT US

We are a vertically integrated luxury manufacturing company, co-creating collections with the world's most prestigious brands. As we accelerate expansion into the China domestic market, we are seeking an experienced Chief Designer who combines elevated aesthetic sensibility with a deep understanding of China's evolving luxury landscape.

POSITION

Chief Designer

ROLE OVERVIEW

The Chief Designer leads design strategy and creative direction for the China domestic business unit. This role bridges brand co-creation, design innovation, and domestic market development — acting as a key driver in establishing our presence among China's premier luxury brands and retailers.

KEY RESPONSIBILITIES

Design & Brand Co-Creation

- Responsible for end-to-end design proposals covering trends, themes, design details, sampling, and finished collections.
- Ensure all designs and styles align with partner brands' aesthetic DNA and positioning standards.
- Demonstrate strong fabric intuition and styling sensibility in the high-end fashion segment.
- Design prints, embroidery and embellishment to enhance product values.

Sample Room & Technical Collaboration

- Work closely with the sample room on fittings, fabric development, and iterative sampling processes.
- Oversee quality and aesthetic consistency from concept through to production-ready samples.

Business Development & Design Proposals

- Prepare design-focused proposals and presentations to support new business development opportunities.
- Collaborate with the sales and commercial team to identify and convert design-led growth opportunities.

China Domestic Market Expansion

- Build and continuously deepen expertise in China domestic brand operations, consumer behaviour, and market dynamics.
- Drive the company's expansion strategy into the domestic luxury market by identifying key brand partners, channels, and product opportunities.
- Serve as an internal voice for China market intelligence — translating local trends and cultural insights into design direction and commercial strategy.

Corporate Marketing & Promotions

- Support corporate marketing initiatives including tradeshows, product marketing packs, lookbooks, and brand collateral.

- Contribute design direction for promotional campaigns targeted at the domestic market.

REQUIREMENTS

- 5-8 years of design experience in luxury fashion, preferably with at least 3 years in a senior role.
- Deep understanding of the China domestic luxury and fashion market; existing brand network is a strong advantage.
- Exceptional trend awareness and styling sensibility across fabrication, silhouette, and high-end aesthetics.
- Strong presentation and communication skills; experience working with domestic and international clients.
- Proven ability to lead cross-functional collaboration with sample rooms, commercial, and marketing teams.
- Fluent in Mandarin; professional proficiency in English preferred.

LOCATION

- Shenzhen based, Occasional travel to DG factory and China

VACANCY

- 1 vacancy

SALARY

- Negotiable

CLOSING DATE

- 3 months

CONTACT

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