

LEWIS GOWLER

HEAD OF DESIGN, MENSWEAR

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CAMDEN, LONDON

ABOUT ME

As Head of Design, I drive a design ethos that's eclectic, creative and future-facing, but always rooted in being commercial, practical and organised. I set the direction with authority but will always 'roll up my sleeves and muck in'.

For me, leadership is built on emotional intelligence. I grow strong creative teams, set high standards and maintain storytelling that is as relevant to the designers on my team, as it is to the brand. Every collection is made to connect with the customer, not just in how they dress, but in how they live and want to be seen.

Music is my constant source of inspiration, rooted in the energy of UK scenes. Everything from 90s trip hop to today's experimental underground, my taste is particularly diverse. Subcultural communities drive me most when I step fully into them through gigs, museums, pubs and everyday life. This mix of music, creativity and lived experience keeps my repertoire expanding and my design vision evolving with authenticity.

INTERESTS

Acid-House, Ambient, Black Metal, Britpop, Dad Rock, Dance, Death Metal, Doom, Dungeon-Synth, Electronica, Emo, Eurovision, Experimental, Folk, Glam, Goth, Grindcore, Grunge, Hard Rock, Indie-Sleaze, Industrial, K-Pop, New Romantic, Noise, Organic House, Pop, Pop-Punk, Prog, Psych Rock, Punk, Rap, Riot Grrrl, Shoegaze, Shock Rock, Ska, Trance, Thrash, Trip-Hop, Twee-Pop, Witch House ...

EDUCATION

MA FASHION DESIGN [2014-2015]
NOTTINGHAM TRENT UNIVERSITY
AWARDED THE PAUL SMITH SCHOLARSHIP TO STUDY AT BUNKA GAKUEN.
TOKYO, JAPAN

GRADE : DISTINCTION

BA [HONS] FASHION DESIGN [2010 - 2014]
NOTTINGHAM TRENT UNIVERSITY
INDUSTRY PLACEMENT YEAR AT ALBAM CLOTHING, 2012-2013

GRADE : 1ST CLASS

REFERENCES AVAILABLE
UPON REQUEST

EXPERIENCE

LYLE & SCOTT
HEAD OF DESIGN [JANUARY 2023 - CURRENT POSITION]
SENIOR MENSWEAR DESIGNER [MARCH 2022 - JANUARY 2023]
MENSWEAR DESIGNER [JULY 2020 - MARCH 2022]

Twice awarded **Employee of the Year** (2022 & 2024) for redefining the brand's design identity, delivering collections that transformed market perception, uniting agents and distributors under a clear vision, and leading with authority and impact.

Awarded a **High Achiever Award** (2025) for commitment to travel, strengthening supplier relationships, and enhancing the factory alignment to our brand vision.

Lead and mentor a team of **six designers**, setting clear objectives and maintaining high standards of design practice while coaching through **one-to-one sessions**. Focus on growth, discipline and delivery, building confidence, creativity and accountability across the team, while instilling commercial awareness.

Oversee **HR matters** across the design team, from recruitment and performance management to difficult conversations and exits. Apply strong emotional intelligence to provide support, resolve challenges and foster **healthy connections** across teams — ensuring creative energy is balanced with business needs.

Serve as a **Senior Leader** across the business, ensuring wider teams receive guidance, support and clear direction that drives both creative ambition and commercial results.

Report directly to **Senior Directors** while working in close collaboration with the **Head of Brand, Product Development Manager, Technical Manager and Merchandising Team** to ensure a holistic approach to brand and product direction aligned with **market priorities**.

Take a lead role in setting overall **strategy** and **direction** for **trend, product and brand positioning**, combining cultural foresight with market data to stay ahead of Consumer shifts.

Deliver seasonal collections (twice yearly) of **1,500+** SKU's across **Main Range and Segmentation** (Premium, Golf, Sports, Accessories, Kidswear, Loungewear, SMU's and MTO). Upholding product guardrails and customer profiling to keep every segment sharp, consistent and commercially aligned.

Execute a healthy **product hierarchy** each season — from halo and marketing-led pieces through to scalable, sustainable core product — applying deep technical knowledge of fabrics, knitwear, trims and construction to drive innovation, while ensuring design excellence translates into technical accuracy, margin integrity and market success.

Oversee the structuring and execution of the **critical path**, managing the design and product life-cycle to guarantee readiness for key presentations and sign-off's, supporting on-time deliveries and business calendar discipline.

Remain **hands-on** by producing concept sketches, CAD's and digital mock-ups in Adobe Creative Suite to visualise ideas and communicate clearly with stakeholders, while actively implementing AI tools to drive design innovation, speed to market and cost efficiency.

Manage activation projects alongside core ranges, working with **high-profile collaborators** — including Stutterheim, Nicholas Daley, Liberty, and Wavy Garms — creating cultural moments that drive brand equity and sales uplift across channels.

Guide **licensing partners** across Eyewear, Footwear, Socks & Underwear, as well as territory-specific ranges for Japan and South Africa, ensuring products uphold brand standards.

Experienced and inspiring **public speaker**, regularly delivering developmental and instructive presentations across the business, while leading seasonal launch events that engage commercial teams, partners and go-to-market audiences.

MERC CLOTHING [LONDON, UK]
MENSWEAR DESIGNER [SEPTEMBER 2019 - JULY 2020]

URBAN REVIVO [GUANZHOU, CHINA]
INTERNATIONAL MENSWEAR DESIGNER [OCTOBER 2018 - SEPTEMBER 2019]

ALBAM CLOTHING [LONDON, UK]
MENSWEAR DESIGNER [SEPTEMBER 2015 - OCTOBER 2018]