

Vistari SEZ Limited - Job description

Job details	
Job title: Fashion Designer - Garment Manufacturing	Line Manager title: Apparel Design and Development Manager
Department: Apparel Manufacturing & Fashion (AMF)	Location: Eldoret, Kenya
Direct reports	
None	
Job summary	
The Fashion Designer - Garment Manufacturing designs and develops fashion and apparel products that meet brand, client, and market requirements while ensuring aesthetic appeal, functionality, and production feasibility. The role involves conceptualising and illustrating design ideas, preparing technical specifications, selecting materials, and collaborating with production teams to translate creative concepts into finished garments that reflect current trends, local, and international market preferences. S/he contributes to innovation, product differentiation, and customer satisfaction within the Apparel Manufacturing & Fashion Department.	
Key roles and responsibilities	
Concept Development & Design Creation - Research current and emerging fashion trends, colours, silhouettes, and materials relevant to local and bespoke markets. - Develop seasonal and client-specific design concepts, mood boards, and inspiration themes in line with the company's brand identity. - Sketch and illustrate garment designs by hand and using computer-aided design (CAD) software such as Adobe Illustrator, Photoshop, or CorelDRAW. - Translate design ideas into accurate technical drawings, detailing garment construction, seams, and embellishments. - Prepare technical design files, artwork separations, and layout specifications for embroidery, heat transfer, or sublimation. Product Development & Sampling - Work with patternmakers, tailors, and sample makers to create prototypes and test garment fit, functionality, and aesthetics. - Select appropriate fabrics, trims, colours, and finishes to match design intent and production practicality. - Review and refine samples based on fittings, production feedback, and client input. - Prepare detailed technical specification sheets (tech packs) outlining material requirements, measurements, and stitching details. - Ensure that designs are adapted for scalability, whether for bespoke, small-batch, or mass production. Collaboration & Coordination - Liaise with the AMF and production teams to ensure seamless transition from design to manufacturing. - Work closely with graphic designers, embroiderers, and textile printers on surface design elements. - Liaise with Commercial teams to align collections with market trends and customer profiles. - Participate in product costing, fabric sourcing, and vendor evaluation processes to support timely production. Market Research & Trend Analysis - Conduct regular fashion research, both online and through local markets, trade shows, and exhibitions, to identify design opportunities. - Monitor competitor designs and collections to inform creative and commercial decisions. - Recommend new product categories, design improvements, or style adaptations to meet evolving consumer demands. - Incorporate sustainability and eco-friendly design principles where feasible. Quality, Fit & Aesthetic Control - Ensure that all design outputs meet quality, comfort, and wearability standards.	

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- Participate in sample reviews and final garment inspections to confirm alignment with approved designs. - Ensure colour matching, fabric drape, and embellishment detailing meet design intent. - Provide design support during production to resolve aesthetic or technical challenges. • Documentation & Reporting - Maintain an organised archive of sketches, digital files, fabric swatches, and approved patterns. - Prepare design presentations and reports for review by the Apparel Design and Development Manager. - Update design logs, cost sheets, and seasonal line sheets for internal and client reference. - Support marketing content creation by providing visuals and garment styling inputs for catalogues, photography, and online displays. • Compliance with Vistari's Corporate Systems - Apply the highest standards of internal controls and risk management practices and behaviours and embed a positive risk and control culture. - Demonstrate prudence, sound judgement, and appropriate and timely escalations in management of all types of risk (including fraud risk) applicable to the role. - Promote and adhere to Vistari's core values and ensure compliance with organisational policies and procedures, collective agreements, and statutory employment standards. - Maintain zero tolerance to bribery, fraud, and corruption, and ensure the immediate reporting of any corruption or suspect behaviour that threatens Vistari's reputation. - Adhere to safeguarding policies and procedures and immediately report any safeguarding concerns. - Any other related responsibilities that may be assigned by the Line Manager from time to time.		
Academic and professional qualifications		
• Government Trade Test Certificate Grade III/II/I in Tailoring, Dressmaking, or Fashion Design. • Certificate in Computer Applications is an added advantage.		
Work experience		
• Minimum of four (4) years' experience in garment or apparel design within a manufacturing, retail, or fashion house environment. • Proficiency in design and visualisation software (e.g., Adobe Illustrator, Photoshop, CorelDRAW, or CLO 3D). • Strong understanding of garment construction, pattern development, and material behaviour. • Demonstrated experience in developing commercial or bespoke collections for the local market.		
Technical skills and behavioural competencies		
• Creative & Conceptual Thinking: Strong imagination, originality, and ability to translate trends into innovative designs. • Technical Design Proficiency: Skilled in CAD design, pattern interpretation, and construction detailing. • Fabric & Material Knowledge: Understanding of colour coordination, and textile properties performance. • Attention to Detail: Precision in design specifications, finishing, and visual balance. • Market Awareness: Insight into customer preferences, cultural aesthetics, and fashion trends. • Collaboration & Communication: Teamwork across design, production, and merchandising functions. • Time Management: Ability to handle multiple projects and meet production timelines. • Sustainability Awareness: Knowledge of eco-friendly materials and ethical fashion principles. • Adaptability: Ability to work under pressure and adjust to changing priorities. • Values and work ethic: High integrity, ethical judgment, results-driven approach, and commitment to accountability.		
Sign off		
Job holder name:	Signature:	Date:
Line Manager name:	Signature:	Date:
Secondary Reviewer name:	Signature:	Date: