



Heidi Moss

Knitwear Designer

heidimoss52@gmail.com | heidimossdesigns.co.uk

Profile

Fashion design graduate from De Montfort University, specialising in womenswear and knitwear. Shortlisted for the GFW 2026 Knitwear Award, with strengths in knitwear design, embellishment, print development and embroidery. Developed a graduate collection exploring feminist themes through innovative textile techniques and contemporary design. Seeking an opportunity with a forward-thinking brand that values creativity, craftsmanship and meaningful design.

Key Skills

Technical Processes	Pattern cutting, print, embellishment, embroidery
Knitwear	Graphing, pattern calculation, sampling
Machine knitting	Domestic, Dubied
Sewing	Domestic, industrial machines
Design	Concept, market research, visual communication
Digital Skills	Photoshop, Illustrator

Achievements

GFW full collection showcase	Selected (top 15 of cohort of 45 at DMU)
GFW Knit Portfolio award	Shortlisted
GFW Surface and Textiles award	Shortlisted
Leo and Betty Gruss Foundation	Purchase Prize Award Knitwear
Durham Charity Fashion Show 2027	Selected Designer (showcase)

Education

2023 – 2026	BA (Hons) Fashion Design - Knitwear Specialism (2:2) De Montfort University
	Key modules: Print, knitted sportswear, mixed media, jewellery embellishment/ hand embroidery
2021 – 2023	Level 3 Diploma Fashion and Textiles (Distinction) Shrewsbury College
	- Achieved Distinction *, Distinction *, Distinction * - Highest possible grade across all modules

Selected Projects

2026	Graduate Fashion Week DMU Catwalk, London
	- Designed and produced a women's knitwear collection exploring femininity within fashion - Focused around the 1990's Riot Grrrls movement and the evolution of feminism since - Utilised trending silhouettes using mixed media of knit, jewellery and embroidery