

Job Description: Head of Design at Sister by Studio Ashby

Location: London (Hybrid / Flexible Working)

Reports to: Sophie Ashby, Creative Director & Sophie Allan, Retail Director

About the role

Sister by Studio Ashby is the furniture and homeware brand from the award-winning interior design studio, Studio Ashby. We're looking for a Head of Design to lead and grow our product range, someone with exceptional taste that aligns with Sophie's creative vision.

What we do

Sister by Studio Ashby is known for its distinctive mix of soulful design, craftsmanship, and character. Our collections span furniture, fabrics, rugs, accessories, and art, offering timeless pieces that reflect a balance of creativity, craft, and commercial sensibility.

As Head of Design, you'll work closely with Sophie Ashby and the team to steer the creative direction and development of our collections. You'll oversee all design categories, from furniture and textiles to accessories and our curated artist showcases, ensuring they reflect the Sister aesthetic while meeting business goals.

Role Responsibilities

Creative and Design Leadership:

- o Work closely with Sophie Ashby to define and evolve the creative vision for Sister, ensuring all products align with the brand's aesthetic and values.
- o Lead the design and development of products across furniture, fabric, rugs, accessories, and art curation.
- o Present the range strategy, ensuring the collection to be cohesive, commercial, and profitable, identifying opportunities for refinement and expansion.
- o Confidently present new collections internally and externally, inspiring both creative and commercial teams.

Project Management:

- o Manage multiple product ranges and development timelines, ensuring all launches meet design, budget, and delivery targets.
- o Lead the creative direction and design of all showroom updates, collaborating closely with the wider team to ensure spaces remain inspiring, cohesive, and reflective of the brand's evolving vision.
- o Direct the design and concept of trade show stands, ensuring each installation communicates the brand story with impact, engages visitors, and supports commercial objectives.
- o Oversee and the design for all external collaborations, maintaining authenticity and alignment with the brand's aesthetic and values.

Team Collaboration and Development:

- o Manage our Senior Furniture Designer and Production Manager to deliver high-quality, well-crafted designs from concept to completion.
- o Collaborate with the sales and marketing teams to transform sales insights and identified range gaps into new product concepts for development.
- o Foster a collaborative, motivated, and dynamic studio culture, working to ensure a positive and inspiring work environment.
- o Play an active role in recruitment and team development.

About You

- Aligned with Sophie Ashby's design sensibility and aesthetic.
- Experience 8+ years in furniture or product design, with a strong portfolio of designs.
- Proven leadership and management experience in overseeing a design team and managing multiple product categories.
- Deep understanding of materials, manufacturing processes (e.g. upholstery, woodworking, metalworking), and sustainability practices.
- Commercially minded, able to design with profitability and scalability in mind.
- Confident presenting and articulating creative ideas to both internal and external stakeholders.
- Passionate about craftsmanship, materials, and the stories behind design.

Please submit a CV, covering letter and portfolio in PDF format to careers@studioashby.com with the subject 'Head of Design' at Sister by Studio Ashby'.
