



Fiona Lambert

George Brand Director

I returned to George in June 07, having previously worked alongside founder George Davies to set up and launch George as the first fashion supermarket brand. Since returning to the business, it is fantastic to see that the passion and enthusiasm our colleagues have for the brand is as great as ever.

During my time away from George, I became the Women's Product Director at Next before returning to George as Brand Director.

I currently oversee the design and buying direction, the technological development as well as the brand marketing of the 237 million garments George sells in the UK each year. We still have so much potential to expand and grow the brand with even better ranges for our customers, developing our store environment as well as on line shopping and our global ranges. This is a very exciting time for the George team.

I am married with two children and in my spare time I enjoy keeping fit, painting, entertaining and cooking for friends.

From a young age I always knew that I wanted to work in the fashion industry. I studied fashion at Nottingham Trent Polytechnic before starting my career at Next as a Designer. My career in fashion has more than lived up to all of my expectations. I love the creativity, the buzz and the energy that goes into designing and producing great ranges for our customers. I always get excited when I visit our stores and love to watch our customers buying our products and to see how they react to our ranges.

F. Lambert