# RONALD JNR MCDONALD

**Fashion Design Director + Creative Leadership**

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## COVER LETTER

### Hi...

I'm Ron Jnr McDonald, a menswear designer with over 20 years of experience blending tradition, innovation, and a touch of rebellion. My design language sits at the intersection of Scandinavian minimalism, British eccentricity, and sustainable innovation, a mix that defines how I approach every collection, campaign, and creative challenge.

My journey began in the early rave scene, where fashion became a form of self-expression. I spent hours curating looks from vintage pieces and designer garments, developing a personal style that was raw, authentic, and narrative-driven. That passion evolved into craft: I learned tailoring from my mother, a sample machinist for Paul Smith and Barbour, and honed my skills at bespoke tailors in Glasgow while studying fashion. Those early experiences taught me that detail, storytelling, and cultural awareness are essential to creating designs that resonate.

Over the years, I've shaped a creative voice inspired by the boldness of McQueen, the punk spirit of Westwood, and the playful precision of Paul Smith. My work has been recognised with awards, featured in collections presented at London Fashion Week, and has provided opportunities to design for the Swedish Royal Family and international musicians. Yet, the most meaningful achievements have been building brands, nurturing creative teams, and translating ideas into experiences people connect with.

More recently, I expanded my expertise into UX and service design, completing a Design Lead Diploma at Hyper Island. This human-centred perspective transformed the way I approach fashion design — considering not just aesthetics, but how garments, collections, and brand experiences feel, function, and impact people's lives. I've applied these insights to my personal brand, The Duke, where I combine fashion, music, and storytelling to create a unique, immersive brand identity.

Throughout my career, I've led creative teams, shaped brand strategies, and delivered designs that are not only visually compelling but strategically aligned with business goals. Sustainability, conscious leadership, and inclusive design are non-negotiable principles that guide my work.

You can explore my fashion portfolio at www.theduke.se and my UX work at www.theduke.se/ux. I would welcome the opportunity to discuss how my experience, creative vision, and leadership can contribute to your team.

Thank you for your time and consideration. I look forward to connecting.

Warm regards,
***Ron Jnr McDonald***