

CURRICULUM VITAE

REETIKA SINGH

PROFILE

A creative and highly driven design professional with proven skills in successfully building and implementing commercial ranges for multi-category apparel and accessories. Extensive experience in orchestrating all aspects of design, product development and range planning while demonstrating attuned attention to detail and inventive qualities. With a little over 6 years of industry experience covering full-time and independent roles, looking forward to adding value to the organisation effectively utilising acquired skills and expertise.

WORK EXPERIENCE

1. SELF-EMPLOYED AT STUDIO ZERO NINE (JANUARY 2017 - PRESENT) - Multi-category apparel, outerwear and accessories

Brands Worked with: Metropolitans (Paris, France) Mash Accessories (Melbourne, Australia), Beulah London (London, UK), BluCactus (Amsterdam, Netherlands)

Job Description

- Work collaboratively with design, buying and pattern teams of the client from concept to completion while aligning on project brief.
- Ensure the development of the collection as per the signed-off line-up.
- Offer product interventions in line with the latest trends and market demands to accelerate sales and reach a larger audience.
- Constantly evaluating trends, consumer behaviours , micro / macro sentiments and identifying selling opportunities.
- Pitch for new clients and design projects via known colleagues and digital marketing.
- Continuous R&D into innovative and sustainable materials , shapes, surfaces, detailing to identify and propose new ranges and prospective products.
- Budget preparation encompassing cost, overheads and potential projects.

Achievements

- Successfully developed an accessories range for *Mash Accessories* for a product display at Reed Gift Fair leading to securing retail spaces at three outlets.
- Spearheaded and took the lead at BluCactus on the development of the first range of products to launch the brand across Europe.

2. IMPULSE INDIA PVT. LTD. (Full-time Designer)

a) DESIGNER (NOVEMBER 2016 - JUNE 2013)

Product Category : Leather Apparel and Outerwear

Brands Handled : Germany - Esprit, Jean Paul, Breuninger, Peek and Cloppenburg, Glaw Berlin, Zalando, True Religion Europe
UK - Next, Bolongaro Trevor, House Of Fraser, Kenneth Cole, Preen, Hush, Asos, Joules, Debenhams, SuperDry
Netherlands - Tommy Hilfiger Europe, Arma South Korea - Shinsegae India - Royal Enfield

Job Description

- Responsible for continuous success and growth of the team via R&D.
- Worked closely with the design, merchandising and technical teams to create seasonal trend lead commercial collections, from initial concepts through to finished products.
- Worked hands-on, producing and presenting research, sketches, drapes and concept samples for collection development, ensuring newness and offering true choice to the buyers with a 90% hit rate.
- Together with merchandising, drove product development while considering sales analyses, buyer insights, contemporary brands' study and the creative vision.
- Led the preparation and coordination of product meetings with the buyers via showroom set-ups encompassing concept samples, surface mocks, fabric research and design sketches.
- Travelled to Germany and UK to conduct product presentations and successfully concluded conversion of styles, materials and surface developments.
- Researched runway shows, trend forecasting websites, high-street, fashion magazines, fabrications, colours, silhouettes and innovations to create inspiring mood boards, trend bulletins and color palettes and communicate the same to all relevant functions (buyers as well as in-house teams and vendors).
- Constantly explored innovative and sustainable materials and techniques to propose new ranges and product interventions.
- Produced concise design specifications complete with clear briefs and sketches for product developments by the vendors.
- Created and maintained all design records, including technical data sheets and all relevant details within a sampling tracker.

- Liaised with the vendors to ensure deadlines are met and information was communicated accordingly throughout the development process.
- Together with the business head and the senior merchandiser formulated and executed the plan for New Business Developments for FY 16-17
- Actively involved in budget formulation and sales projections for FY 16-17.

Achievements

- Independently led and managed the design department as the Designer for the leather division post one year of joining the team as a junior designer.
- Led a small team comprising of interns to develop a comprehensive presentation encompassing styles, mocks, skins, mood-boards, catalogues and hand-outs centric to leather and outerwear for participation in the fairs - Magic Show Las Vegas 2015 and Copenhagen International Fashion Fair 2016 successfully leading to on-boarding new buyers developing new businesses.
- Secured the position for Assistant designer Luxury Womenswear for the newly created Independent Design Cell (2016) at Impulse - a fountain head comprising of highly creative select designers who became the main pillars of the design team and managed the new responsibilities along side the existing position of designer for the leather and outerwear department.

VOCATIONAL TRAINING

- Jan 2013 – April 2013: Graduation project in leather garments from Impulse India Pvt. Ltd
- May 2013 – July 2013 : Summer internship at Malaga Inc., Mumbai

EDUCATION

- Online Certification Course in Sustainable Fashion, 2020
- Bachelors' in Leather Design from National Institute of Fashion Technology, 2009-2013
- Mahadevi Birla Girls' Higher Secondary School Class X, 2006
- Mahadevi Birla Girls' Higher Secondary School Class XII, 2008

LANGUAGE SKILLS

- English : Native
- Hindi : Native

IT SKILLS

- Adobe Suite - Photoshop, Illustrator
- Corel Draw
- Procreate App
- MS Office

MISCELLANEOUS

- Hobbies : Avid traveller and a penchant for learning new cultures, reading and cooking new cuisines.
- Avid animal lover especially guinea pigs - have rescued 8 so far.
- Date of Birth : 9th November 1989

REFERENCES

- Yudhaditya Majumdar : Product Manager Leather, Marks and Spencer (India)
Email ID : yudhadityam@gmail.com, Phone No. : +919205955618
- Vineti Dutta : Director, Beulah London
Email ID : vinetidutta22@gmail.com , Phone No. : +919958277799

CONTACT DETAILS

Email ID : reets911@gmail.com Phone No. : +973 39804699

LinkedIn : <https://www.linkedin.com/in/reetika-singh> Online Portfolio : <https://www.behance.net/reetikasingh>

Amwaj Avenue, Bahrain