

# MAHIMA SETHI

HANDBAG & ACCESSORY DESIGNER

## CONTACT

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- London, United Kingdom

## SKILLS

- Creative Thinking
- Attention to Detail
- Leadership Abilities
- Time Management
- Effective Communication
- Problem Solving
- Adaptability
- Technical Proficiency
- Business Acumen

## EDUCATION

**MA Fashion Futures**  
**London College of Fashion**  
September 2023 - December 2024

**Fashion & Sustainability (Online)**  
**London College of Fashion**  
October 2020

**Bachelors in Design (Leather Accessory & Apparel Design)**  
**National Institute of Fashion Technology, (NIFT) New Delhi**  
2016 - 2020

**Millinery (Short Course) (On Campus)**  
**London College of Fashion**  
July 2018

**Commerce with Mathematics**  
**ST. Thomas' School, New Delhi**  
2014 - 2016

## LANGUAGES

- English
- Hindi

## PROFILE

Highly creative and innovative sustainability consultant and designer with a keen eye for detail and a passion for creating unique, impactful, and purposeful campaigns and designs. With a proven track record of successfully translating trends into marketable stories and products, I possess a strong understanding of the fashion industry and a deep appreciation for craftsmanship. Committed to delivering exceptional concepts and exceeding client expectations, I thrive in fast-paced environments and am adept at managing multiple projects simultaneously.

## WORK EXPERIENCE

**Founder & Creative Head**  
STEM India 2020-2023

- Managing the design process from conceptualization through final styling
- Conducting market research to identify new trends, and innovative fabrics and seek design inspiration
- Administering the values of sustainability throughout various community-building campaigns, both online and offline.
- Explore and uniquely document craft clusters to ensure innovative craft intervention
- Building trust and relationships with international partners and organization
- Producing cohesive and intelligent plans to bring success to marketing campaigns

**Freelance Designer**  
800 Leather Solutions, Dubai 02/2023 - 05/2023

- Administered research and product range conceptualization for a new brand under the parent company
- Undertook material research and sourced sustainable materials apt for the product range
- Developed designs for a range of home decor and office accessories
- Conceptualized concepts and campaigns to market the products from social media as well as product packaging
- Managed the design process from ideation through sampling, along with exploring product campaign ideas and concepts
- Conducted market research to identify customer needs, new trends, patterns, and colors in the Middle Eastern Market and developed of range of minimalistic home decor products with grave attention to detail

**Bag Designer**  
UPswitch, New Delhi 01/2022 - 04/2022

- Administered research and exploration of Virus-Block materials and fabrics
- Conceptualized new styles of backpacks and utility bags
- Managed the design process from ideation through sampling
- Conducted market research to identify new trends, patterns, and colors in the kid's wear market
- Calculated and reassessed the cost of products for the mass market, analyzing materials, quantities, and client needs to ensure optimal cost efficiency and meet client expectations
- Developed a series of prints and colour palettes keeping in mind the kind's wear market
- Created of range of digitally printed bags made out of Virus-Block material

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## HONOURS & AWARDS

- Shortlisted among the top 10 brands at the Elle India Accessory Brand of the year 2022.
- Featured in Grazia India, as the label of the month for STEM India.
- Designs featured in Elle India, Cosmopolitan India, Harper's Bazaar India, Grazia India, etc.
- Featured in Elle India, talking about the new rules of business in the post pandemic fashion industry .
- NIFT Best Academic Performance Award, Leather Design Department
- NIFT Spectrum, Best Garment Design Award • Craft Cluster Initiative for NIFT, Barmer, Rajasthan, India

## EXPERTISE

**Design:** Product and Accessory Design, Handbag Design, Home Decor Product Design, Creative Campaign Design, and Visual Merchandising

**Development:** Material Sourcing and Handling, Merchandising, Pattern Making, Prototyping and Sampling

**Sustainability:** Eco-Design, Materials Assessment and Procurement, Minimal Waste Design, User-Centered Design, Design for Repairability, Design for Durability, LCA, GSCM, Communication, and Collaboration.

**Digital:** Adobe Suite, Microsoft Office and Procreate (digital illustrations)

**Styling:** A sense of style and colour

**Hobbies:** Traveling, Painting, Photography, Gardening and Yoga

## REFERENCES

**Dr. Usha Narsimhan**

+91 98182 33979

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## WORK EXPERIENCE

### Sustainability Consultant

Cica India

05/2021 - 11/2021

- Develop and implement a comprehensive sustainability strategy.
- Evaluate suppliers and brands for sustainability criteria.
- Curate a selection of sustainable fashion brands and products.
- Monitor compliance with CSR standards and regulations.
- Educate and raise awareness about sustainability through online campaigns.
- Foster collaborations and partnerships for sustainable initiatives.
- Ensure compliance with CSR standards and regulations.
- Continuously improve sustainability practices.
- Engage customers in responsible and conscious shopping by various educational campaigns.
- Stay updated on industry research and innovation.

### Accessory Designer

Guapa Resortwear

07/2019 - 10/2019

- Headed research and exploration of crafts of cane and bamboo weaving
- Experimented with new styles of weaving and natural dyeing techniques
- Conducted market research to identify new trends, shapes, and colors in the resort wear market for the Spring-Summer RTW Collection
- Developed a range of resort wear accessories, i.e beach bags, hair accessories, and hats for the TRANOI Trade Show in Paris
- Assisted with visual merchandising and customer assistance at TRANOI, Paris (on location)

### Handbag Design Intern

Alpine Apparels Pvt. Ltd

06/2019 - 07/2019

- Assisted with trend forecasting and market research
- Undertook material and technique exploration
- Created mood boards and inspiration journals
- Swatch development and pattern making
- Exploring the techniques of Leather weaving, Trapunto, and Embroidery
- Swatch development for two renowned international fashion brands, clients to the export house
- Prototyping and sampling a range of handbags and gloves using the finalized techniques

### Accessory Design Intern

Nitin Bal Chauhan

02/2018 - 10/2018

- Developed a range of headgear for two consecutive runway collections
- Processed material and undertook various technique explorations
- Explored the technique of 3D Embroidery for the Couture Show with the given inspiration
- Design and development of headgear for Lotus Make-Up India Fashion Week Spring- Summer 2019 (Couture)
- Repurposed various waste materials for the headgear range for the Ready-To-Wear Show
- Design and development of headgear for Amazon India Fashion Week Autumn-Winter 2018 (Ready-To-Wear)