



Pranati Pareek

Fashion Designer

I am currently researching combining traditional crafts with Smart Clothing and incorporating it into the luxury fashion industry. With Fashion Design as my undergraduate major and Fashion Communication as my minor, I have worked with slow fashion brands which has given me a strong industrial insight into ethical and sustainable fashion. My strengths lie in leadership and management skills with good knowledge of digital profile handling.

Experience

February 2023-June 2023

Style Advisor

Jigsaw, Kings Cross (London)

Fashion Consultation: Assisting customers in selecting clothing, accessories, and other fashion items that suit their personal style, body type, and preferences.

Personal Styling: In addition to helping customers select individual pieces, the role involved providing guidance on creating complete outfits or coordinating different items.

December 2022- February 2023

Sales Advisor

Reiss, Stratford (London)

Customer Assistance: Engaging with customers, either in person or through various communication channels, to understand their needs and preferences.

Sales Targets: Responsibility for meeting sales targets set by the company.

August 2021-August 2022

Operation and Social Media Manager

Beyond by Vera

Operational Planning: Responsibility for developing and implementing operational plans and strategies to ensure efficient and effective processes.

Resource Management: Resource Management included overseeing inventory levels, ensuring the availability of necessary materials and equipment, and optimizing resource allocation.

Content Creation and Curation: Creating engaging and relevant content such as posts, images, videos, and infographics was a core responsibility.

2020

Co-founded Clothing label

Swap Right

It is a Slow Fashion clothing label co-founded by me and my classmate during the 2020 lockdown. We upcycled waste fabric sent to Indian cities into new dresses. It started as a small Instagram store but it was sold out in a month.

Instagram

pranati.pareek

[Click here](#)

LinkedIn

Pranati Pareek

[Click here](#)

Education

2022-present

MA Fashion Futures

London College of Fashion

2017-2021

BA Fashion Design

National Institute of Fashion Technology

Expertise

- Sustainable Fashion
- Social Media Content Creation
- Smart Clothing
- Fashion Design
- Traditional Crafts
- Garment Construction

Language

English

Hindi

Digital Skills

Adobe Photoshop- Advanced

Adobe InDesign- Intermediate

Adobe Illustrator- Intermediate

Adobe Premiere Pro- Intermediate

MS Office- Advanced

Clo 3D- Beginner