

Hello !

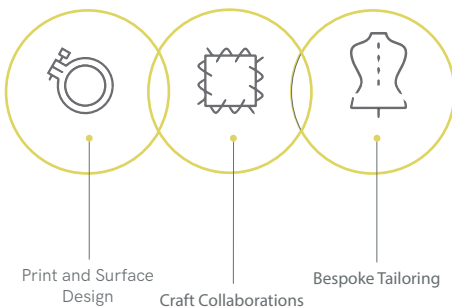
I am a passionate design professional who strives to create a trinity between **Craft, Materiality** and **Fashion** .

Experienced in design research, I am passionate about building innovative and sustainable concepts with an intellectual curiosity for fashion, culture, arts and craft.

I personally believe that every problem is a design problem and every design problem certainly got a design solution. I constantly challenge myself to create the best ever goddamn experience for the people whom I design for. Oftentimes I use speculative design as a methodology to come up with solutions and framework for design research.

With academic excellence from two prestigious institutions - graduated from **National Institute of Fashion Technology** and Master of Professional Studies in Fashion Design Technology, Menswear from **London College of Fashion**. I have worked with some of the leading design houses and labels in the UK and India. With that experience, I can think creatively and strategically to deliver the best in a challenging multi-cultural environment. Also Keeping up with the design trends and forecasting are my daily rituals.

MY SPECIALITIES



DESIGN SKILLS

Tools

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Lightroom
Adobe Premiere
Textronics
Gerber
Rhino

Expertise

Print Design and Development
Pattern Development
Story curation/moodboard
Market mapping
Branding
CAD & Spec Development
Colour Development
Sourcing
Sustainability Strategies
Visual Perception
Consumption Behaviour Analysis

EDUCATION

- From September 2017 to February 2020.
MA Fashion Design Technology with specialisation in Menswear
London College of Fashion (UAL), London, UK.
- From April 2015 to March 2015.
Advanced Fashion Luxury Business and Design
University of Wolverhampton, Wolverhampton, UK.
- From July 2012 to March 2016
BA Fashion Design Technology
National Institute of Fashion Technology, Bangalore, India.
- From 2009 to 2011
T K M Public School, Kerala
- From 2000 to 2009
St. Jude Centenary School, Kerala

WORK EXPERIENCE

SUKET DHIR

SUKET DHIR (Label), NEW DELHI, INDIA
Winner of International Woolmark Prize for Menswear, 2016
From June 2016 to September 2017

Design Assistant

- Developed Festive Range for AW 17, SS18,AW18.
- Assisted the Creative Director with Colour and story development, Textile development ,research and curation of SS17,AW17,SS18,AW18 and International Woolmark Prize Collection .
- Guided and supervised team involved in designing and production.
- Developed and designed artworks ranging from placement specific to overall prints for premium Menswear.
- Worked with traditional Hand block printing and hand embroidery clusters of New Delhi and Jaipur for developing textiles and prints.
- Worked with the traditional weaving artisans of Banaras and west Bengal in developing textiles.
- Research and collaboration with various Craft clusters ,Textile Manufacturers, Hand Weaving Artisans, Suppliers, Production Houses and manufacturing units across India
- Worked cross functionally with the merchandising and marketing team to ensure product stories are translated to e-commerce.

Junior Designer

- Assisted in developing new artworks and designs as per the latest trend requirements.
 - Estimated the needs and requirements of customers and prepared designs accordingly.
 - Handled shoots and other Public relation
- Worked closely with the branding and merchandising team to design packaging for the brand.

RECOGNITIONS



Vogue Italia Call for Talent #8 Winner
Awarded first prize scholarship of 12,000 Euros by Vogue Italia towards tuition fees at NABA.



Design Sutra 2014
Awarded second prize for a capsule collection designed in collaboration with National Handloom Development Board, India and retailers for a nationwide competition.



Best Buddies
Designed and sold bags and badges, which collected over 1000 Pounds for a charity organisation.



Manchester United Clothing, Asia Division
From May 2015 to October 2015

Design Trainee

- Assisted in concept development and range plan for SS 16 .
- Designed and developed artworks for embellishments.
- Sample developments and Production Planning.
- Colour development for SS16 which included curation of colours, colour proportion in range plan, colour analysis, dyeing and preping of fabrics for the collection.
- Worked closely with buyers and merchandisers



Champion U.S.A, Asia Division
From May 2015 to August 2015

Design Trainee

- Assisted in story development and range plan for SS 16 .
- Designed and developed artworks for apparel across all categories.
- Working with the technical team developing tech packs advising factories on construction, details and artworks.



FLIPKART, BANGALORE, INDIA
From May 2016 to August 2017

Live Project

- Worked on trend forecasting (A/W17) for in-house fashion brands which included in-depth market research on colours, fits, styles shapes and details. It also required me to build seasonal stories for various brands under the e-com retailer.

LANGUAGE SKILLS

MALAYALAM

Advanced level
Mother language

ENGLISH

Advanced level
First Language

HINDI

Advanced level
Second Language

PROJECTS

- Glass sutra X Hari : Collaborated with International Glass Artist and founder of India's first comprehensive glass art studio Reshmi Dey in developing a range of accessories as a part of Masters Collaborative Project.
- Designed a capsule collections in collaboration with UK based rubber manufacturer, 4D Rubber. Successfully completed the industry internship with a distinction at Indu League Brands, India.
- Completed 45 day field research of traditional arts and crafts, particularly, Woodcarving and Inlaying, conducted in the art state of India, Mysore, Karnataka.

SKILLS AND EXPERIENCE

- Three years experience and specialisation in Surface Design and Embellishments from concept to final artwork, placement and execution.
- Experience in working with a variety of printing techniques ranging from hand block printing to rotary printing. Including Repeat and colour separation
- Well aware of detailed tech packs and specification sheets.
- Knowledge and experience of craft clusters, traditional artisanal techniques and industries,
- Experience in working with Global Textile Manufacturers, Suppliers and Production Houses in South Asia, Portugal and
- Experience working cross functionally to ensure product stories are translated to e-com-