



SUMMARY

Print-led womenswear designer with 4+ years across export studios for premium US and European labels — Sea New York, Isabel Marant, Ulla Johnson, LoveShackFancy, Sézane and Zara. My strongest lane is surface-led product: print, lace and embroidery that still survives fit, costing and sampling. Proud of the Sea New York Resort 2026 Battenburg lace work: 15+ styles in a collection later covered by Vogue Runway. I currently handle 10+ brand accounts and track roughly 150 design records a season in my own Excel system.

EXPERIENCE

Fashion Designer — Print & Product Development

JUL 2024 – PRESENT

FA Home & Apparel

Gurgaon-based womenswear export house supplying premium US & European fashion brands

Gurgaon, India

SEA NEW YORK | LOVESHACKFANCY | ISABEL MARANT | ULLA JOHNSON | SÉZANE | ZARA | + 6 MORE

CAREER HIGHLIGHT — SEA NEW YORK RESORT 2026 (VOGUE RUNWAY)

Designed 15+ styles for Resort 2026, building the Battenburg lace direction across midi dresses, layered tops and scalloped separates. The hard part was making antique-lace references production-ready: shrinkage, scallop alignment and trim behaviour all had to be solved during sampling. The collection was covered on Vogue Runway.

VOGUE RUNWAY →

DESIGNED & ORIGINATED

- Across 10+ active international accounts, I create roughly 150 design records a season: original prints, engineered repeats, placement panels, embroidery layouts and CADs. I built the Excel log behind it myself, now tracking 1,400+ designs, so repeats, colourways and approvals do not get lost mid-season
- Brand handwriting changes fast: Isabel Marant drape one day, LoveShackFancy volume the next. I translate each brief into silhouette, print story and craft detail while keeping 3–5 fit and sample cycles moving
- Develop 15+ original prints a season, from hand-painted artwork to engineered repeats and placement layouts, adjusted for US, UK and EU buyer preferences

DEVELOPED & COORDINATED

- For 2–3 live briefs at a time, prepare tech packs, CADs, spec sheets and colour-separated artwork for pattern, sampling and print teams. Early in this role I had to tighten my tracking fast; the Excel log became my way to stop version confusion
- Work directly with embroidery units and fabric mills during strike-offs, fit sessions and sample reviews, approving trims and calling corrections until the sealed sample holds the original design intent

Sept 2022 – Jun 2024 — Professional Development & Consulting: Completed the PG Cert in Luxury Brand Management at FAD International Academy (2022–2023). Then supported a pre-launch womenswear label on product sourcing, garment development and premium pricing (Oct 2023 – Jun 2024).

Fashion Designer — Luxury Export

APR 2021 – AUG 2022

Saivana — Luxury Womenswear Export

New Delhi export manufacturer specialising in luxury embroidery & print for US and EU brand clients

New Delhi, India

ULLA JOHNSON | ISABEL MARANT | LOVESHACKFANCY | RHODE | DÖEN

DESIGNED & ORIGINATED

- Created 20+ styles a season for Ulla Johnson, Isabel Marant and LoveShackFancy accounts, combining print, embroidery and hand-craft detail from sketch through sampling sign-off
- Worked to Ulla Johnson and Isabel Marant quality expectations, including seam-strength, wash-test and buyer QC checks at sample stage

DEVELOPED & COORDINATED

- Paris and New York briefs often arrived tight; I worked with pattern masters and embroidery units to turn them into production-ready samples in 4–6 week cycles, helping keep bulk approvals on schedule
- At mills, focused on strike-offs and lace trials: colour match, scale and hand-feel, with notes repeated until the sample matched the brief

Print Designer — UK Liaison

AUG 2020 – MAR 2021

The Edinburgh Woollen Mill — UK Liaison Office

India-UK liaison role managing print approvals between Gurgaon production and UK headquarters

Gurgaon, India

FIXED-TERM CONTRACT

DESIGNED & ORIGINATED

- For SS21, designed 11–15 original prints and styles from British heritage references and converted them into production-ready artwork for UK buyer review

DEVELOPED & COORDINATED

- Cut sampling turnaround by 2 weeks by tightening CADs before handover and keeping Gurgaon production/UK HQ approvals moving across time zones

Fashion Design Intern

NOV 2019 – DEC 2019

Monte Carlo — Fashion & Lifestyle

Indian womenswear & lifestyle retail brand | New Delhi, India

- SS20 internship across showroom setup, buyer presentation prep and retail costing; the useful lesson was simple: good design still has to make sense to a buyer

DESIGN PHILOSOPHY

I start with the fabric. Print, lace or embroidery sets the tone first; then I build the garment around proportion, movement and production limits.

EDUCATION

PG Cert in Luxury Brand Management

FAD International Academy

2022 – 2023

B.Sc. Fashion & Design

Chandigarh University

2017 – 2020

SKILLS

DESIGN DIRECTION

- Seasonal concept & mood direction
- Silhouette, proportion & structure
- Print & surface direction
- Catwalk-to-commercial trend translation

PRINT & SURFACE

- Original prints & engineered repeats
- Placement artwork
- Lace & embroidery development
- Colourway development
- Heritage craft techniques

TECHNICAL DEVELOPMENT

- Tech packs & spec sheets
- CAD & color separation
- Fit session management & garment QC
- Critical-path sample tracking

SAMPLING & PRODUCTION

- Fabric & trim sourcing
- First-to-sealed sample management
- Buyer approval cycle (US/UK/EU)
- Multi-vendor coordination (4+ units)

DIGITAL TOOLS

- Adobe Illustrator — Advanced
- Adobe Photoshop — Intermediate
- Microsoft Excel — Design logs & tracking

SELECTED BRANDS

Isabel Marant | Sea New York
LoveShackFancy | Ulla Johnson | Sézane
Zara | Rhode | Döen
Banana Republic | Pull & Bear | J.Jill
Zara Home

LANGUAGES

English | FLUENT
Hindi | NATIVE

RECOGNITION

Collection on Vogue Runway

Sea New York Resort 2026; contributed 15+ styles

VOGUE.COM/FASHION/RESORT-2026/SEA →

Sahasrar Illustration — Finalist

National Fashion Illustration Competition

FAD Talent Show — Creative Lead

Annual showcase direction