

AKRITI MAZUMDAR

WOMEN'S WEAR DESIGNER & DESIGN PROFESSOR

PERSONAL SUMMARY:

I am an individual as well as a team player with strong design and organizational skills. I have the ability to learn quickly and communicate well. My degree and work experience have enabled me to develop my personal and professional skills as well as have made me independent and confident at work. My project work has strengthened my designing & technical skills, problem solving and time management skills. I am seeking an ideal position in the area of Designing/Teaching that involves professional challenge & also appreciates hard work in carrying out responsibilities.

PROFESSIONAL SUMMARY: *Design specialist of Women's woven tops, dresses, gowns and surface ornamentation*

- ☆ Fashion trend research & documentation
- ☆ Sketching: Flats & Stylized
- ☆ Draping
- ☆ Surface Ornamentation- Thread & Sequin Embroideries
 - Traditional, Modern and Haute Couture segments.
- ☆ Team spirit and strong public relation skills.

Fashion Strengths

⇒ **PROFESSIONAL QUALIFICATION:** B.A.(Hons) Fashion Design from Pearl Academy of Fashion, New Delhi affiliated by Nottingham Trent University U.K. (2006 – 2010).Senior secondary in Commerce with fine arts from Blue Bells Model School, Gurgaon, Haryana.

⇒ **HONORS AND AWARDS:**

- ❖ Evening wear was showcased at the Swiss embassy.
- ❖ My Final collection "unconventional tradition"- inspired from the Rajputana Costumes, was selected for the fashion show held at The Grand hotel.
- ❖ Costume design selected for college fashion show.
- ❖ Best craft documentation inspired from the traditional costume of Assam.

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July'18 – Till date: Assistant Professor & Former Academic Coordinator in Royal Global University (Guwahati,Assam) inthe department of Royal school of Fashion Design & Technology. Teaching the below subjects-

- Overview of Fashion
- Fashion Forecasting
- Design Process
- Craft Documentation
- Apparel manufacturing Industry
- Traditional Indian & Western Costumes
- Fashion Image styling
- Internship Document
- Fashion Visualization & Representation
- Design portfolio & Collection

January '13 – November'17: Senior Designer at “Needle & Thread” -PRECISION DESIGN AND SOURCING, Gurgaon. Precision design is a buying house that caters to the fashion brands primarily from all over Europe & UK, however, currently working for the India liaison office of Needle & Thread which is a separate entity but under Precision Design and Sourcing. It primarily deals in Women’s wear embellished garments.

Buyers:

Needle & Thread for –Needle & thread website exclusive, ASOS, John Lewis, Holt Renfrew, Tsetvnoy, Blooming dales, Brown Thomas, Selfridges, Harrods.

Hannah Coffin- Harrods Exclusive and Saks 5th avenue.

Superdry, Blooming Dale Aqua, Monsoon, Warehouse and Topshop.

Job Profile:

- Study historical data and fashion DNA of the brands and develop design concepts accordingly
- Do seasonal trend research.
- Flat sketching and concept drawing of the designs for range planning.
- Developing Engineered Artworks for embellished dresses and gowns.
- Development of new embroidery techniques both hand and machine.
- Sourcing of appropriate beading components & embroidery material.
- Issuing design pack for the factory.
- Approvals for colors, artworks, samples for sampling
- Post buy approvals for production- artworks, colors, size set tracing & samples and gold seals.

July '11 – December'12: Designer at 'DHIR INTERNATIONAL PVT. LTD', Gurgaon.

Dhir International is an export house that caters to the fashion brands from all over Europe. It primarily deals in Women's wear woven, embellished garments and kids wear.

Buyers: Vero Moda, NAF NAF, River Island, Sfera, Object, Stardivarius, Kookai , C&A.

Job Profile:

- Study historical data and fashion DNA of the brands and develop design concepts accordingly
- Do seasonal trend research
- Flat sketching and concept drawing of the designs
- Development of patterns through pattern masters
- Development of new embroidery techniques both hand and machine
- Sourcing of appropriate material
- Development of Prints and graphics as per the buyer's requirement
- Styling, detailing and fitting of the product.
- Compilation and documentation of the showroom collection.
- Development of embroidery mocks as per buyer's requirement.
- Development of mood boards, Fabric Prints and design development for company's owned retail brand 'Giovani Fashion'.

January '10 – June '11: Designer at 'ASHIMA-LEENA'.

June '09 – October '09: Design Intern at 'ASHIMA LEENA' Design Studio.

ASHIMA LEENA is a well-known Indian Fashion Designer known for their innovative surface texturing, bridal couture wear & western silhouettes.

Joined as an Assistant designer & after 6months promoted to the Post of Designer specializing in Bridal Couture Garments.

Job Profile:

- Analyze and study inspirations & trends
- Sourcing of new embroidery materials according to inspirations & themes
- Development of embroidery samples
- Design ranges for shows
- Source fabrics & trims
- Attend buyers meeting
- Compilation and documentation of the collection
- Styling and detailing of the range.

MAJOR PROJECTS UNDERTAKEN

- Grand finale at the Jaipur fashion week with a couture collection.
- Designed costumes for Common Wealth Games for the opening and closing ceremony.

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- Couture show at the India bridal week in Bombay.
- Wills India fashion week- autumn winter'11- tribal opulence.
- Bridal couture show at Kingdom Of Dreams in association with Geetanjali and Azmi.

OBJECTIVE:

To transform and develop myself as one who can integrate and build on the learning's of fashion and design in the pursuit of professional leadership, team work and lifelong career advancement.

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