

ARUSHI GUPTA

GLOBAL SOURCING & DESIGN



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PROFILE

An adaptable and responsible graduate with more than 6 years of experience in Design and Sourcing for Sustainable Textiles & Decor and Apparels, catering to the design needs for the best brands across the Globe. I am self-motivated, organized, and capable of working under pressure. I am a problem solver and always up for challenges. My enthusiastic nature always brings the best within a Team.

SKILLS

- Vendor Management
- Order Management
- Global Purchasing
- Product Development
- Sustainable Sourcing
- Planning & Development
- Negotiation Skill
- On-Boarding - Brands, Buyer, Vendors Assessment & Planning
- Communication Skills
- Relationship Management
- Business Growth
- Market & Trend Research
- Customer Management
- Design Operation

PROFESSIONAL EXPERIENCE

KEY ACCOUNT MANAGER

GROYO PVT.LTD. - INDIA | FEB '23 - Present

- Working with a B2B Start-up focusing on improving the manufacturing process by bringing Automation to make it more trackable for the end consumer.
- Collaborating with MSME manufacturers to up-scale them by providing relevant & required consultations for compliance at a Global Platforms.
- Working on Business Development for Brands: like LPP Group (Sinsay / Reserved / Cropp) - Poland, Gretchen Scott Design - USA., KSK Fashions - DENMARK.
- Categories - Womenswear, kids wear, menswear and Home Textiles
- Overlooking Design to Production Operations
- Managing Cross Functional Activities - Business Development to Design to Production to Logistic.
- Working on In-house brand Stylomania X ODOP collaboration on an E-commerce Platform, on-boarding new Brands, Shopify

Sr. DESIGN & PRODUCT DEVELOPMENT

PORT OF TRUST TRADING PVT. LTD. - INDIA | SEP '22 - DEC '22

- Brands: Rayell - AUSTRALIA, Bambury- AUSTRALIA, Finlayson - Finland, Tikau - Finland, Valilla - Finland.
- Categories - Home Textiles & Decor
- Worked closely with the CEO towards growth of the company with global clients.
- Worked individually to conceptualize design for new customers & collection, worked on presentation for Global brands for Business development.
- Production handling - Home Textiles & Decor
- Working on closely on the quality end to offer better products to the customer.
- Working & Promoting Paptic Paper - Across India. Paptic - materials, your brand can make sustainable and impactful packaging choices.

EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

BACHELOR'S IN DESIGN - 2017

AREA OF LEARNING

- Marketing Management
- Digital Marketing
- Retail Management
- Supply Chain Management
- Order Management
- Merchandising - Production
- Business Development.
- Marketing & Business Analytics

SOFTWARE SKILLS

- CANVA
- MS OFFICE
- PHOTOSHOP
- NED GRAPHIC - EASY MAPPING
- SHOPIFY
- WINDOW & IOS
- NEXT POTAL - DEVELOPMENT & PRODUCTION TRACKER (HIP - Home information Portal by SGS)
- ASOS POTAL - DEVELOPMENT & PRODUCTION TRACKER (Dashboard)

PERSONAL SKILL

- OWNERSHIP
- COMMUNICATION
- VISUALISING
- ORGANISING
- SKETCHING
- CONCEPTUALIZE DESIGN CONCEPT
- CONCEPTUALIZE COLOUR

PRODUCT DEVELOPER

TRIBURG//INDIAN INC. PVT. LLP - INDIA | MAR '21 - AUG '22

- Managing business growth relationships and product finalization across home furnishing category with global Exposure, also focusing on the Sustainable buying
- Brands: World Market - USA (25%), Weaver Green - UK (25%), Tchibo - Germany (50%), Gallery Direct - UK (110%) Importer (TJX, TKMaxx, Blue Diamond, B&Q, BGC (British Garden Center), Cotton Traders, John Lewis, Cotton Traders)
- Categories: Home Textiles
- With Cost Plus World Market - A commendable growth in SKUs from previous seasons to the 2021 fall was 100%, with a growth in total business by 25%.
- Growth of home furnishing business with Gallery Direct by 100-110% in the 21-22 across Home Categories - Cushion, Throws, Kitchen, Outdoor Textiles, Seating - major business growth - TJX, TK-Maxx, BGC and Cotton Traders.
- Expansion of business with Weaver Green UK by 20-30% across Home Categories such as Cushions, Throws, Kitchen, Rugs, Seating (Poufs), with additional categories such as pet bedding and accessories, Outdoors (Hammock), Washbags, Tote bags, Table Textiles.
- Participating in strategic and business planning to on-board new factories and addition to product categories such as pet bedding & accessories, Outdoors, and Kitchen Accessories - TCHIBO helped in the growth to 50%.
- Working very closely with Tchibo Germany Team on all the sustainability project that aims to revolutionize the industry by championing eco-friendly practices with a commitment to creating a more sustainable and ethical future for the world of fashion & Textile.
- Expertise in the following:
- Product engineering to ensure cost effectiveness with high selling value products.
- Price negotiations with the client and suppliers to ensure long term business and profits.
- Working in a cross-functional format from Design / Production Compliance/QC
- Managing - Sustainable Materials and manufacturing processes for Home Categories.
- Problem Solving with Client, Factory and Internal Team, for business growth.

DESIGN & PRODUCT DEVELOPER

IMPULSE PVT. LTD. - INDIA | MAR '19 - MAR '21

- Managing business relationships and product finalization across the home furnishing category with global Brands such as Next (20%), The Conran Shop (75%), ASOS, Heytens, Holter Bosch, and Debenhams (7%).
- Expansion of home furnishing business with Next by 25-35% in the 19-21 across Home Categories - Cushions, Throws, Kitchen, and Gifting sets.
- Participating in strategic and business planning to onboard new clients and addition of product categories such as accessories, bedding, and duvet sets.
- Expansion of business with Next & The Conran Shop - UK by 30% across Home Categories such as Cushions, Kitchen, Throws, Rugs, and Kids Range.
- Expertise in the following:
- Product engineering to ensure cost-effectiveness with high-selling value products.
- Price negotiations with the clientele and suppliers to ensure long-term business and profits.
- Materials and manufacturing processes for Home Textile Category.
- Working on Trend and Trend oriented collections.
- Working on Sustainable sources to make the product eco-friendly.

ACHIEVEMENTS

- Won Gold Medal in 100mts, - Impulse Pvt. Ltd.
- Won Silver Medal in 100x4, - Impulse Pvt. Ltd.
- Designs featured in Lakme fashion Week SS18, Gaurang
- Best Athlete Awarded- Marshall School
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HOBBIES

- Travelling
- Running & Walking
- Craft & DIY
- Painting
- Calligraphy
- Up-cycling
- Cooking
- Designing and stitching clothes
- Hand Knitting & Crochet
- Gardening
- Driving
- Surfing LinkedIn, Pinterest, YouTube, Instagram - to Learn & latest idea, news and Trends.

DISCLAIMER

I hereby declare that the particulars given here are true and to the best of my knowledge.

FASHION DESIGNER

THE LOOM - INDIA | SEP '18 - FEB '19

- Loom has started its clothing brand on its website. Where they were focusing on launching their first collection in the coming Summer Season of 2020.
- Developing new collections.
- Responsible for the entire sampling from scratch to the end product.
- Sourcing fabrics
- Worked on collections for Diwali 2019, SS-20

DESIGNER & OPERATION MANAGER

GAURANG - THE LABEL - INDIA | JUN '17 - AUG '18

- Gaurang- Indian Fashion Designer Brand
- Worked & handled social media with digital artwork.
- Organized & designed collections for Fashion Shows Lakme, Kausalayum (AW-2017, SS-2018, AW-2018),
- Travelled and organized exhibitions, Runway Fashion Shows
- Travelled for Inspection of Sampling & production to different Craft Clusters (BHUI, BAGRU, BANARAS, LUCKNOW, PATAN, AHMEDABAD, KUTCH, SOUTH INDIA, AJRAKH)
- Hand sketched for Chikankari, Paithani, Khadi, Jamdani, Kota, Patan Patola and Bandhini.
- PROJECTS
- Raja Ravi Verma- SANTATI - Click to View
- Lakme Fashion Shows - Click to View
- ACHIEVED
- Success of Santati on a global platform
- Lakme Fashion Show SS19- Design featured on the runway, also was worn by Actress Taapsee Panno (Indian Actress)
- Success on all the Fashion Shows

PROJECTS

DESIGNER CONSULTANT - Home Textile

IMPERIAL EXPORTS PVT. LTD. - INDIA | SEP '22 - JAN '23

- Designing, Conceptualizing, Market Research, Sustainable Design & Projects.
- Showcasing Designs and Preparing for HEIMTEXTIL - 2023

TEXTILE DESIGNER

WEAVERS SERVICE CENTER - INDIA | MAY '18 - JAN '23

- Study of Patan Patola - Cluster handling - Indian Textile.

DESIGNER - Home Textile

NATRAJ HOME FURNISHING PVT. LTD. - INDIA | FEB '17 - APR '17

- Graduation Project

RETAIL CONSULTANT - Home Textile

DARPAN HOME FURNISHING PVT. LTD. - INDIA | JAN '17 - FEB '17

- Graduation Project - RETAIL MERCHANDISING

DESIGNER - Home Textile

CREATIVE PORTICO PVT. LTD. - INDIA | MAY '16 - JUN '16

- Print Development
- Visual Merchandising at the HGH Exhibition 2016.
- Packaging & Drape Designer
- Software used- Photoshop & Ned- Graphics (Easy Mapping)