

Sonam Mondal

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Seeking an opportunity to apply my Buying, Design and Merchandising skills to experience and serve as a professional in the Fashion industry based on company's brand philosophy. Looking forward to enhancing my knowledge and grow professionally, in terms of design aesthetics and in accordance with the company's requirements and fulfilling their Buying needs.

Professional Synopsis

- 14 Years of Experience in Buying, Design Development, and Merchandising for India & UAE - Domestic, Retail and Export Market.**
- Currently working as **Buyer for Kids wear and Muse brand for Mark and Save, Western International Group, UAE.**
- Previously worked as **Manager in Buying and Merchandising at Baazar Kolkata Head Office**, managing womenswear Western and Ethnic categories.
- Prior experience includes senior roles in production, merchandising, and design at Sabyasachi Couture, and Lifestyle Head Office in Dubai.**
- Played a pivotal role as a product designer for the launch of the new brand V1969 exclusively in GCC by Lifestyle, achieving significant business growth. **Sole designer for new brand V1969 from end to end**, launched exclusively in GCC by Lifestyle. Brand achieved full price sell through of 2.4% in 5 days, with business of AED 21,000. Lifestyle Bags department **business grew by 300 million** YTD.
- Pursuing MBA in Marketing Management**
- Past roles also include retail merchandising at Metropoli Fashions, focusing on in-house brand La Roma and Export business, and handling retail operations and website merchandise management.
- Demonstrated skills in conceptualization, completion, and consolidation of assignments within deadlines while managing multiple tasks.
- Strong relationship management skills and adept at handling operations efficiently amidst tight deadlines.
- An effective communicator, good learner with good relationship building & interpersonal skills.
- Category Planning & Management: Responsible for Sales and GP achievement for the category.
- Product range planning and buying considering existing and new business opportunities

Central Buyer – Kids wear and Muse – Mark and Save, Western International Group, UAE

Nov'24 – Present

- Product Sourcing and Supplier Management:**
 - Identify and source (new) fashion suppliers, ensuring they meet the company's standards and align with the value-driven, off-price retail model.
 - Negotiate competitive pricing, terms, and delivery schedules with external suppliers to ensure cost-effective procurement and timely product availability.
- Inventory and Stock Management:**
 - Monitor inventory levels and sales trends across multiple stores to ensure the right products are available and in-demand.
 - Collaborate with internal teams to maintain balanced stock levels, ensuring efficient reordering from suppliers and preventing stockouts.
 - Supports and compiles data as needed to aid in developing seasonal strategies, financial targets, and open-to-buy budgets.
- Sales and Profitability:**
 - Analyze sales data, customer preferences, and market trends to make informed purchasing decisions that drive sales and profitability.
 - Continuously adjust buying strategies to ensure the ideal mix of fashion products and maximize return on investment.
- Collaboration and Cross-Functional Support:**
 - Work closely with the marketing and merchandising teams to align product offerings with in-store promotions and seasonal campaigns.
 - Ensure smooth coordination with the supply chain and logistics teams to guarantee timely deliveries and availability of stock.
- Market and Trend Analysis:**
 - Stay up-to-date with the latest fashion trends and competitor offerings to identify new product opportunities from external suppliers.

Retail Buying Head at Universal Corporation Limited – Luvlap

Nov'23 – Oct'24

- Developing Kidswear garment range for Luvlap for Retail chain.
- Visual Merchandising, planogram, stock allocation for all retail stores of Luvlap
- Drive the pricing and promotion strategy of the category Innovate to target new customer segment, increase sales and rationalize costs
- Customize product mixes for regional preferences
- Work with the sourcing teams to ensure adherence to OTIF/OFR & quality norms
- Ensure inventory levels as per the company's norms by effective buying, stock rotation and stock rationalization.
- Ensure effective planning and forecasting (order placement & dispatch) in order to optimize the inventory levels.
- Develop effective pricing, buying and selling at right price to ensure targeted GPs
- Ensure that periodic reports related to category performance/dashboards are made available as per the timeline and handle any query that may arise
- Production & Quality - Ensure timely order placement to sourcing team with tech packs basis the consumption planning run output Monitor

Buyer – Buying & Merchandising at Baazar Kolkata HO – Womens Western & Ethnic

Aug'22 – Oct'23

- Identifying the organization's buying and purchasing needs
- Researching, selecting and purchasing quality products and materials for Indian Retail Value segment
- Understanding the target market and analyzing trends in order to make informed buying decisions.
- Guiding the Designer on silhouettes, colors, fabric and prints to arrive at more commercial products and designs for our target customers.
- Preparing Color board, Study trends and forecast from WGSN on regular basis to help in design research for the season.
- Option planning for upcoming season and buying as per OTB.
- Regular review of Sell Through, ASN and Allocation reports as per stores, regions and states to take further steps to ensure optimum allocation of goods across all stores.

- Arranging fabric suppliers for our vendors as and when needed, to source lesser price fabric from Fabric suppliers all over India. This helps in lesser costing for the final products.
- Getting new vendors on board for better quality and lower price products – suited to our target segment.
- Building relationship with suppliers and negotiating with them for the best price, quantities and delivery timescales
- Processing requisitions and updating management on the status of orders and bulk delivery
- Updating inventory and managing stock levels for stores and warehouse
- Arranging transport of goods and tracking orders to ensure timely delivery of bulk production goods
- Coordinating with inventory team, management, and warehouse
- Monitoring the stock quality and escalating any discrepancies to vendors and management

Senior Merchandiser at Sabyasachi Couture, Kolkata, West Bengal, India

Jul'19 – Jul'22

- Integral part of merchandising and business development team.
- Strategize to meet quarterly and annual sales targets.
- Allocate new styles to stores based on product, category, and sales analysis.
- Re-allocate existing stock to stores using past sales data.
- Ensure optimal stock distribution in each store.
- Implement new business development ideas.
- Generate reports for product and segment understanding.
- Analyze stock movement frequency from sales data.
- Identify best sellers and plan upcoming sales targets and stock allocation accordingly.
- Coordinate with various departments and ensure timely order delivery.
- Work on enhancing production processes for efficiency.
- Analyze sales data for newly launched and existing styles across departments.
- Study customer behavior and style popularity on social media.
- Prepare weekly reports for social media response and sales conversions.
- Provide production guidelines based on product sales history.
- Manage flagship store operations including sales and customer service.
- Communicate regularly with store staff and customer service to address issues.
- Report all orders, stock, and financial information to the reporting manager on a weekly and monthly basis.

Product Designer and Merchandiser, Lifestyle Head Office, Landmark Group, Dubai, UAE

Jan'15 – Jun'18

Category/Brand Design Budgeting

- Support preparation of category/brand design and development budget for approval
- Ensure all design and development activities are carried out within budget
- Help develop product/packing material sourcing plans that ensure cost reduction

Merchandising

- Co-ordinating with suppliers on daily basis for sampling
- Making specification sheets for sampling
- Tallying ready samples with spec sheets and providing feedback to suppliers, to ensure implementation of the same
- Preparing brand catalogues and Social media assortment for new collections
- Suggesting ideas for VM and Marketing teams with product specific ranges and collections – ensuring implementation of the same
- Attending supplier meetings and noting details of the meetings – to be further implemented
- Arranging product photoshoot based on themes and collection details
- Assortment of model shots for new launches

Product Research

- Identify consumer preferences and trends and translate them into designs for products as per needs
- Research global markets in order to identify new trends, designs, techniques, etc.
- Gather information from industry trade groups or through trade shows or market research/visits

Product Design

- Create/visualize an idea and make a sketch by hand and/or using computer aided design
- Plan and develop ranges (colors, styles and pattern)
- Make the designs of the products in consultation with category/brand managers and show various options
- Ensure the products are consistent with market trends as well as relates to market, demands, company image and business strategy
- Ensure brand/category clarity and parity to ensure consistency of brands/category across businesses
- Provide recommendations regarding seasonal themes, color trends, new concepts, etc.
- Provide insights regarding style and fit of product
- Complete tasks within specified deadlines

Retail Merchandiser, La Roma, Metropoli Fashions, Kolkata, West Bengal, India

Jul'12 – Dec'14

- Coordinate with e-stores and retail outlets, handling appointments and meetings.
- Manage sales through exhibitions, website management and retail outlets.
- Oversee website management and e-commerce sales coordination, ensuring timely dispatch.
- Handle customer care, after-sales service, shipping, and logistics.
- Develop strategies for promoting new products and identify new opportunities.
- Communicate with suppliers for procurement of accessories and packaging materials.

- Manage procurement of finished goods and ensure timely delivery.
- Create, monitor and maintain a stock database.
- Lead the department, reporting directly to the Director.
- Coordinate exhibitions, sales orders, and production work orders.
- Oversee brand management and periodic reporting to senior management.
- Collaborate with clients in Germany and Denmark, assisting with product range development and production for export also.
- Negotiate, present, and coordinate across departments for new product lines.
- Identify and solve workflow issues to improve efficiency.
- Conduct post-production audits and ensure product quality before shipment.
- Prepare presentations for sales achievement and future targets.
- Plan for new ranges, production, and seasonal development.
- Conduct trend forecasting for new product ranges (bags, wallets) and design using software (Photoshop, Corel Draw, Illustrator).
- Supervise production, ensuring alignment with samples and quality standards.
- Prepare seasonal product catalogs and coordinate with buyers for feedback and implementation.
- Address technical issues during sampling and assist with production solutions.
- Control quality standards and ensure implementation in stores and merchandising.

Freelance Design Projects

- Worked as Product Design Guest faculty for 2nd year students, at Animaster Design College, Bangalore for one semester. Subject - History of Industrial Design.
- Designed for premium leather bags brand from Belgium for 4 consecutive collections and also for various Indian Export houses.
- Created designs for hand embroidery and machine embroidery for fashion apparel boutique in Kolkata
- Worked as Certified Assessor for Skill Development India, Samarath – for Ministry of Textiles (Govt. of India).
- Graphic design work for various clients including promotional signages, logo design and advertisements for print media and online platforms.
- Traditional Ethnic Indian wear like sarees, lehengas and salwar kameez for Indian market.
- Designs for abaya and scarves for Dubai market.

Graduation Project – Chemgems India Pvt. Ltd., Kolkata, West Bengal, India

- 6 months project based on British Market with men's and women's bags range development, including swatches and documentation with thematic approach in Chemgems India Pvt. Ltd., Kolkata, West Bengal, India.
- Communication with Buyers through e-mail, implementing their feedback regarding samples and forwarding the same to sampling, production and other respective departments
- Making Sample and Production Spec Sheets. Noting technicalities and problems faced during sampling and suggest remedial measures to avoid the same during production.
- Designing new styles of Handbags following latest trends. Market study and analysis for product range creation. Inspection of samples & tallying it with specification sheet
- Making Power Point presentation of designs and sending it to different clients country wise
- Attending buyers meeting and preparing meeting notes. Follow-up with buyers for repeat orders

Internship Project – Chemgems India Pvt. Ltd., Kolkata, West Bengal, India

- 2 months internship based on a thematic approach, developing swatches and products to suit industry design requirements and overall departmental study in Chemgems India Pvt. Ltd., Kolkata.

Projects undertaken in College

The Integrated Term Projects (ITP)

- Undertaken in each semester at NIFT, which incorporated thematic approach, design developments, doodling and hence development of the product or an ensemble.
- Design project undertaken in each semester at NIFT.

Cluster Development

Leather Batik and product development, with thematic approach and documentation, done. Taking inspiration from local handicraft work, developing the products with the help of allotted local Shantiniketan artisans at Sriniketan.

Tannery Training

Leather surface development and swatches prepared at BASF, Kolkata Leather Complex, Kolkata using various techniques of dyeing, use of pigments and surface finish.

Industry Visits

- Industries at the Kolkata Leather Complex (2009)
- Alam Tannery, Kolkata (2009)
- BASF Tannery at Bantala, Kolkata (2010)

Extra-Curricular Activities

- Fine Arts
- Bharatnatyam

- Participated in Inter-college Fests
- Certified First Aider with Valpas Safety Services, Dubai, UAE
- Certified Fire Warden from Securitas and Eurolink Safety, Dubai, UAE

Academic Credentials

- Executive Program in Business Analytics and Data Driven Decision Making** from **Indian Institute of Management, IIM Vishakhapatnam**
- MBA in Marketing Management** from **IGNOU, India.**
- Bachelor of Design** from **National Institute of Fashion Technology (NIFT), 2012**
- ISC** from **G.D. Birla Centre for Education, 2008 (84%)**
- ICSE** from **G.D. Birla Centre for Education, 2006 (81%)**

Technical Skills

- Well versed** with MS Excel, MS Power Point, MS Word, PLM, Adobe Photoshop, Corel Draw, Adobe Illustrator, BPM, SAP & EdiTrack

Personal Profile

- Date of Birth** : July 16, 1989
- Permanent Address** :B-50, Rabindra Pally, Brahmapur, P.O. Brahmapur, Garia, Kolkata – 700096
- Languages Known** : English, Bengali and Hindi
- Nationality** : Indian