

SUGANDHITA TAXALI

CATEGORY MANAGEMENT
| MERCHANDISING | VENDOR
MANAGEMENT | JEWELRY DESIGN |
QUALITY ASSISTANCE |



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CAREER INTERESTS

Merchandising | Product
Development | Sourcing | Buying |
Design | Accessory Design

OBJECTIVE

To obtain a position as a Sr.
Merchandiser in the company that
can use my analytical as well as
creative skills to maximize profit. Also
to build relations with buyers and help
with vendor management.

SOFTWARE SKILLS

Microsoft Office | Corel Draw | Adobe
Photoshop

STRENGTHS

Merchandising | Sourcing | Product
Development | Vendor Management
| Sketching | Rendering | Extensive
Knowledge of Materials | Product
Detailing | Jewellery Designing |
Gemology | Showcase Display

ABOUT ME

I am a hardworking, creative,
ambitious, practical, self-motivated,
fast learner & balanced person.
My hobbies include travelling,
reading, movies and sketching.

EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, BANGALORE
B. Des (Fashion & Lifestyle Accessories) 2005 -2009

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St. Theresa's Convent School, Karnal
Class 12th (Physics, Chemistry, Mathematics), CBSE Board, 2005

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St. Theresa's Convent School, Karnal
Class 10th, CBSE Board, 2003

WORK EXPERIENCE

Reliance Jewels, Navi Mumbai

Category Manager (Silver) - September 2021 to Present

- Market analysis & Competition visit to determine industry and consumer trends.
- Bring freshness in All Categories – i.e. Jewellery, Articles & Idols
- Aligning with Cross Functional departments - Inventory, Retail Operation, Marketing, MDM, Finance etc. for new Product introductions.
- Silver assortment planning for newly opened Stores for Better store Range.
- Analyzing past sales figures/trends to anticipate future product needs.
- Working closely with vendors for New Product Development.

JNITIN Merchandising, Gurgaon

Merchandiser – June 2015 to Aug 2021

- Started in JNITIN as a Jewelry & Accessories Merchandiser in 2015
- Since 2016 have been responsible for Textile as well as Hard goods for various buyers.
- Responsible for development, trends study, sourcing and merchandising for Jewelry, Textiles & Hard goods sector.
- Co-ordination with the Buyers & vendors, to ensure timely delivery of Orders.
- Provide updated information of Order progress, delivery & production status to the buyers.
- Conduct PP meetings & Co-ordinate with QA Dept. to conduct regular inspections.
- Currently also working on development with Hospitality buyers and agents.
- Solely responsible for development, order management and quality assistance for US Jewelry buyers like Sundance, Sugarboo Designs, Deseret Books etc.
- Quality Control for Jewelry & implementation of Buyer Specific Standards.

ABIA (Aesthetic Living Merchants), Gurgaon

Jewelry Merchandiser - September 2014 to June 2015

- Responsible for developing new Fashion Jewelry Collection every season.
- Exhibiting in Shows like IHGF and responsible for Visual Merchandising.
- Sourcing new materials and visiting various markets.
- Responsible for Pricing and getting production made by sub-vendors.
- Production planning and timely delivery of orders.

ZARIIN (a leading Fashion Jewellery Brand), Delhi

Senior Jewellery Designer, June 2013 to August 2014

- Responsible for ideation and designing trend setting jewellery
- Working with the artisans (Karigars) for sampling and Manufacturing
- Quality Check the samples on regular basis.
- Forecasted, identified, and developed domestic and international customer-appropriate branded collections through comprehensive trend research.
- Create and assist in Visual merchandising for Jewellery Shows

GRADUATION PROJECT DETAILS

VAIBHAV GEMS LTD. - Jaipur

Learning the concepts of Jewellery Design & Gemology. Designed collections for US & UK Jewellery Tv Channels like – QVC, SHOPNBC, The Jewellery Channel etc.

INTERNSHIP PROJECT DETAILS

MAXIMA WATCHES - Noida

Designed collection for Indian Market

PERSONAL DETAILS

Name: Sugandhita Taxali
D.O.B: 29th November 1987
Gender: Female
Marital Status: Single
Nationality: Indian
Languages: English, Hindi, Punjabi
Father's Name: Mr. Vijay Mohan (Retd.)
Mother's Name: Mrs. Rekha Taxali

GEMCO DESIGNS (a Haute Couture Jewelry Company), Jaipur

Senior Designer, June 2012 – May 2013

- Served as key innovator for successful couture designs for high-end clientele.
- Worked directly with customers to convert their ideas into an attractive design.
- Conducted extensive trend research in the design, development, and completion of trend right product.
- Created innovative jewellery styles like tiaras, ear cuffs, palm bracelets etc.
- Communicate directly with Factory to have CAD designs cast & have samples made.
- Extensive detailed designing with rendered sketches and Technical drawings.

DEREWALA JEWELLERY INDUSTRIES (Silver Jewellery Export house), Jaipur

Senior Designer [HOD], March 2011 – May 2012

- Leveraged strong management capabilities in supervising Design Dept.
- Supervised a team of eight designers and was responsible for constant work flow in Product Development Department.
- Implement new projects and design briefs according to market Trends and designated Price points
- Develop theme based collections according to customer's requirement.

VAIBHAV GEMS LIMITED (Gems & Jewellery Export house), Jaipur

Jewellery Designer, June 2009 – Feb 2011

- Originate designs that combine beauty and cost.
- In 2010 got the responsibility of company's UK TV channel "The Jewellery Channel". Creating new product line for the TV channel from ideation of the design and costing to the final approval.
- Also worked with new materials like leather, threads and brass findings.
- Worked and learned about various gemstones, also gained experience with innovating cost effective designs.
- Designed brochures and posters for company's overseas shows.