



Gurleen Kaur

Fashion designer

London, UK

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Languages

English (Native)

About

Innovative Fashion Designer with over 4 years of experience creating powerful designs, and demonstrating expertise in navigating from initial concept to production. Results-driven professional with expertise in buying and designing, seeking opportunities to utilise skills and experience in a dynamic and creative environment. The pursuit of my passion is driven by unwavering determination, with no barriers left unchallenged.

BRANDS WORKED WITH



Experience

● Senior Fashion Designer

JJ Expo Impo | Mar 2021 - Jul 2022

Designed for renowned brands; BHLDN, Anthropologie, Love the Label, and Manoush (US, UK).

Strong foundation in business acumen.

Established design integrity and the best strategy for multiple brands.

Buying and sourcing alternate vendors and raw materials to optimise the payroll, delivering significant financial benefits.

Applied comprehensive skill set for higher business outcomes and exceptional client retention.



● Fashion Designer

Hemant&Nandita | Jul 2019 - Mar 2021

Managed and designed for renowned buyers; Revolve, ASOS, Free People, Ounaas, FWRD, Lilis Boutique, and Saks Fifth Avenue (US, UK, and UAE market).

Enhanced capabilities; Cost estimations, negotiations, CADs, Illustrations (digital), and Prints.

Collaborated with cross-functional teams to understand marketing strategies and customer needs, driving business expansion and profit.

Expanded operations in home country, strengthening the market presence and business strategy.



● Design Intern

Creative Impex | Jun 2018 - Aug 2018

Supported senior designer in H&M Divided and ZARA product development (US), with embroidered prototype and final sample development.

Planned, conceptualised, and sourced swatch developments, inspiring new company's collection.

● Design Intern

Neva Garments Ltd. | Jul 2016 - Jun 2016

Curiosity led to early valuable industry exposure, enhancing the practicality of university studies.

Personal development and a holistic understanding of company dynamics.



● Retail Assistant (part time)

Primark | Nov 2022 - Now

Additional responsibility to strategically analyse and set visual merchandise; optimizing brand exposure.

Demonstrated strong time management and multi-tasking skills in a fast-paced retail environment.

Thrived as a team player, a quick learner adapting to new situations and easily learning new tasks.

- **Executive Assistant (part time)**

Jaded Life Collective | Jun 2023 - Jul 2023

Offering comprehensive administration support and streamlining operations.

Supporting creativity, project coordination and designing.