



# Pranati Pareek

Fashion Futures | Sustainability Advocate | Crafts and Technology

📍 London, UK

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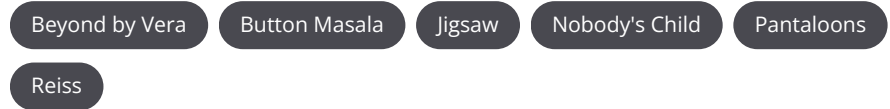
## Links

 [LinkedIn](#)

## About

Hi, I am Pranati Pareek pursuing MA Fashion Futures at London College of Fashion. I am currently researching the amalgamation of traditional craftsmanship with Wearable Technology to forge the evolution of handcraft in a futuristic landscape.

### BRANDS WORKED WITH



## Experience



### ● Style Advisor

Nobody's Child | Oct 2023 - Now

Exciting news! Thrilled to share that I've started a new journey as a Sales Advisor at Nobody's Child, a brand that perfectly aligns with my passion for sustainability, kindness, and ethical fashion.

This role not only offers me the opportunity to learn and grow but also complements my pursuit of sustainable fashion knowledge alongside my MA in Fashion Futures at LCF.



### ● Style Advisor

Jigsaw | Mar 2023 - Oct 2023

Excited to start my journey as Sales Advisor with Jigsaw, a British High street brand since 1970.

Working with premium brands in fashion is a part of my research and learning experience for my Master's journey. I look forward to this opportunity as an addition to my skill set.



### ● Sale Advisor

Reiss | Dec 2022 - Feb 2023

I have been fortunate enough to work in the design, management, production, and marketing aspects of fashion. I am very happy to announce that now I am exploring the functioning of retail and sales. Understanding the business-to-consumer aspect of the fashion industry has been on my list for long and what better way to start than my dream city, London with an esteemed brand like Reiss.

Happy to start my journey, cheers to new beginnings.



### ● Operations & Social Media Manager

Beyond by Vera | Aug 2021 - Aug 2022

Happy to announce my new position as Operation Executive at Monsoon & Beyond under the mentorship of Austrian designer Mrs. Vera Fritsch. Monsoon & Beyond is an international Slow Fashion label specializing in womenswear that has a client base in Miami, Florida, and London.



### ● Social Media Marketing Intern

Beyond by Vera | Jun 2021 - Jul 2021

The internship has been an amazing learning experience with Austrian designer Mrs. Vera Fritsch. The key responsibilities of the internship involved social media management and marketing, content strategy, and image creation.

### ● Design Intern at Button Masala

Button Masala | Oct 2020 - Dec 2020

Internship with sustainable fashion brand - Button Masala. Button Masala is a brand that works on no-stitch joinery technique where garments are joined by buttons and rubber bands.

- **Style Expert at Pantaloons**

Pantaloons | Sep 2019 - Sep 2019

## **Education & Training**

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2022 - 2023 ● **London College of Fashion, University of the Arts London**

Masters of arts,

2017 - 2021 ● **National Institute of Fashion Technology India**

B.des,