



Bhavya Bhutani

Fashion Stylist

📍 London, UK

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Links

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Languages

English (Fluent)

About

Bhavya Bhutani, a London-based freelance stylist of Indian origin, specializes in magazine editorials, commercial and campaign styling, and short feature film costume design. In her endeavours, marked by a keen eye for detail and a creative flair, she enhances cultural connections and emotional resonance.

BRANDS WORKED WITH

ASHLEY CONOR

Astrid & Miyu

Lemon Media Company

Man's World Magazine

MyGoodtimes Media Production

Shiv Naresh Pvt Sports Ltd

Experience



● STYLIST

Astrid & Miyu | Feb 2023 - Feb 2024

- Styled clients with an emphasis on personalized service, leveraging active listening skills to foster strong connections and drive a 30% increase in customer retention and loyalty
- Implemented a robust sales analytics framework, utilizing key metrics to boost revenue by achieving a 10% rise in Average Order Value (AOV) and a 20% increase in Conversion Percentage
- Spearheaded initiatives to streamline store operations, optimizing product placement and storage systems, which led to a 25% reduction in restocking time and a 15% increase in overall store efficiency



● ASSISTANT FASHION STYLIST

ASHLEY CONOR | Jul 2022 - Oct 2022

- Provided styling support for notable publications: 5'Eleven's November 2022 issue, Elle Vietnam's September 2022 issue, and Harper's Bazaar Arabia's November 2022 issue.
- Managed database, and archives, and conducted in-depth fashion trend research; crafted theme-based mood boards, and shortlist theme relevant looks from websites such as Tagwalk, WGSN, Vogue runway
- Implemented an efficient sample coordination system with PR agencies, overseeing end-to-end garment, jewellery and accessories sourcing, and returns for photo shoots and managed ad-hoc admin tasks

● DIGITAL CREATIVE DESIGNER

Shiv Naresh Pvt Sports Ltd | Apr 2021 - Jan 2022

- Developed digital design solutions for diverse media, including online services and installations for customer retention, while also contributing to strategic decisions regarding creative direction
- Directed the styling and creative direction for the successful AW/22 and SS/22 collection launches, leading to a 25% sales growth and a 10% increase in customer retention

● GRAPHIC DESIGN EXECUTIVE

Lemon Media Company | Feb 2021 - Apr 2021

- Revamped brand collateral, including packaging and brochures, following brand guidelines, leading to a 20% rise in brand recognition and a 15% increase in customer engagement with marketing materials
- Directed the art direction and product styling of various brands' merchandise, leveraging strategic visual elements to enhance brand perception and drive a 40% growth in online sales

● FASHION STYLING INTERN

Man's World Magazine | Nov 2019 - Jan 2020

- Curated and executed trendsetting styling for December 2019 and January 2020 cover shoots and fashion features, resulting in increased

brand visibility and enhanced market positioning

- Handling merchandising responsibilities such as managing the in-house fashion cupboard, ensuring timely returns spelling checks, credits and price research.

- **GRAPHIC DESIGN INTERN**

MyGoodtimes Media Production | Apr 2019 - Jun 2019

- Conceptualized and executed visually captivating graphics for multi channel marketing campaigns, yielding a 20% increase in newsletter engagement and a 15% boost in social media following

Education & Training

2022 - 2023

- **Istituto Marangoni**

MA Fashion Styling,,

2016 - 2020

- **MKSSS, School of Fashion Technology**

B. Design Fashion Communication,