



Mitalee Desai

Fashion Professional

📍 London, UK

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Languages

English (Fluent)

About

I'd introduce myself as a Learner. Learning is the centre of my focus in every activity I pursue. I am an innately curious, dedicated and passionate individual with a well-rounded skill set that can be utilised in various sectors of the fashion and luxury industry. My undergrad course has equipped me with in-depth technical knowledge and skills in textile sciences. Subjects that I have enjoyed learning the most about have been the social and psychological aspects of clothing and product development. My recent favourite books have been *The Luxury Strategy* by J.N. Kapferer and *Concept to Consumer* by Virginia Grose. As a believer in hands-on experience, I have been following a cross-functional approach taking upon a variety of roles to accustom myself to various practices. I have 6 years of experience in the fashion industry with 3 years in customer-facing roles in a retail environment. Certified by Edited Retail skilled in MS Office, Adobe Creative Suite, etc., I expect to secure a rewarding and successful career while advancing my professional skills and cultivate expertise.

BRANDS WORKED WITH

Aditya Birla Fashion and Retail Ltd - Pantaloons

Banjari Fashion

David's Bridal

Divyam Infotech Pvt Ltd

Experience



● Alterations Customer Service Representative

David's Bridal | Feb 2022 - Now

- Promoted upselling of bridal wear with alterations services offered and addressed customer's concerns while assisting stylists in closing sales of bridal wear.
- Prioritised daily tasks along with resolving customer service experience issues effectively while complying with company guidelines.



● Bridal Stylist

David's Bridal | Jul 2022 - Nov 2022

- Detail-oriented stylist with thorough technical knowledge and aesthetics expertise in addressing high-end clients' needs and finding solutions.
- Assisted in the achievement of monthly sales targets ensuring high levels of customer satisfaction.

● Digital Fashion Curator/ Consultant

Divyam Infotech Pvt Ltd | Apr 2019 - Oct 2021

- Image consultation for the blog, managing web content, SEO and social media analysis
- Aligned with graphic designers and IT professionals for curation

● Sales Merchandiser

Banjari Fashion | Aug 2017 - Feb 2019

- Maintained product quantity by rotating goods, provided sales support with the Sales Associates
- Worked closely with vendors, inspected products to define its yield

● Visual Merchandiser Internship

Aditya Birla Fashion and Retail Ltd - Pantaloons | Dec 2016 - Jan 2017

- Created artwork for windows, arch gate, façade, etc.
- Styled the focal points, clusters, and mannequins of the store
- Took accurate store pictures and presented to seniors for evaluation

Education & Training

2021 - 2023 ● **University of Westminster**
MA, Fashion Business Management

2014 - 2018 ● **The Maharaja Sayajirao University of Baroda**
BSc, Clothing and Textile Sciences