



Diksha Sharma

Retail Merchandiser

[View profile on Dweet](#)

Languages

Bengali

English

Hindi

About

With an experience of 5 years in the global Ready-To-Wear manufacturing and retail sector, I have always challenged myself to refine my approach to the fast-paced global market to become a responsible leader in the retail sector. Extremely committed to continue to devise skillful means for organizational and personal success in the Buying & Merchandising department.

BRANDS WORKED WITH

Apparel Group

K. Mohan & Company (Exports) Pvt. Ltd

Must Garment Corp. Ltd (HK)

Experience



● Retail Merchandiser

Apparel Group | Mar 2021 - Apr 2022

- Responsible for R&B Ready-to-Wear womenswear planning, production and buying for sales channels resulting in \$15.90M across 62 GCC and KSA stores and 4 e-com portals
- Worked on Product Development, budgeted Range Plan development and Product Campaign Attribution alongside senior buyers and Business Head
- Established the new Maternity department with 59 product options across select grade retail stores and e-commerce platform
- Launched festive 'Ramadan' collections and 'New Trend' quick response orders
- Identified and minimized technical aspects according to fabric qualities and silhouettes to increase product functionality during range development phase
- Conceptualized and implemented multiple new product assortments in accordance with the customer response and competitive market study
- Released initial costing module with relevant detail for prototype sample development
- Negotiated price and released Purchase Orders to vendors across India, Pakistan, China, Hong Kong, Bangladesh, Indonesia, Egypt amongst others for the final range
- Streamlined production tracking process with self-developed tracker to communicate effectively with vendors for on-time delivery and launch
- Managed and presented store and region-wise Product Grading Library at the weekly trade meetings and bi-weekly business review meetings
- Coordinated with Marketing, Visual Merchandising & e-commerce team across internal and outsourced sellers for photoshoots, campaign shoots, social media highlights, mid-season soft launches of capsule collections and key products highlight
- Executed the pre-production processes for sustainable in-house brand 'F5'
- Routinely visited retail stores to stay updated with the product flow, customer insights and store feedback

● Product Development Merchandiser

Must Garment Corp. Ltd (HK) | Jan 2018 - Jan 2021

- Handled product development over 12 complete fashion cycles
- Implemented project timelines to prioritize processes & activities and effectively met deadlines
- Sourced trims & special trims from suppliers locally
- Supervised value-added processes like embroidery, printing artwork and screen development and dyeing
- Developed production feasible techniques alongside buyer's design and technical departments
- Coordinated with the HK, UK and USA head offices for sample deadlines and product costing
- Worked extensively on ERP Stage
- Reviewed and approved various wash and techniques in development samples
- Handled initial costing, final quotation, and validation of the devel-

opment samples at the initial and greige commitment stages with the buyer

- Submitted 3-D fits and attended sample fit reviews at buying offices
- Proposed in-depth risk assessment of denim and non-denim styles

- **Executive**

K. Mohan & Company (Exports) Pvt. Ltd | Jul 2017 - Dec 2017

- Project Lead for 'intelloCut' software
- Assessing, comparing and cross-verifying fabric saving percentages in real-time and via software
- Evaluating suppliers' performances using self-designed Safety Performance Index

Education & Training

2023 - 2024 ● **London College of Fashion**

MA Global Fashion Retailing, Fashion Business

2023 - 2023 ● **LVMH**

InsideLVMH, Operations & Supply Chain, Retail & Customer Experience

2019 - 2019 ● **Browzwear**

Browzwear 3D, V-stitcher 8.0

2013 - 2017 ● **National Institute of Fashion Technology**

Bachelor of Fashion Technology, Apparel Production

2011 - 2013 ● **Choithram School**

AISSE - XII Standard, Science with Computers

2010 - 2011 ● **Atomic Energy Central School**

AISSE - X Standard, General