



Aya ben Amor

Multidisciplinary Artist & Fashion Designer

Dubai - United Arab Emirates

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Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Fluent)

French (Fluent)

Arabic (Native)

About

A driven multidisciplinary artist with an immense passion for the contemporary art world, fashion and culture. Masters Graduate of Art in Contemporary Fashion Design of IFA Paris. Exceptional ability to originate conceptual ideologies withdrawn from intellectual and individual topics. Looking for opportunities to explore creative notions and nurture one's skills.

BRANDS WORKED WITH

Robinsons, Al Futtaim

The cArtel

Closet Case Dubai

Barzakh

DURAND, AHMIR+NASIR LLC.

Experience

● Buying Assistant for Menswear

Robinsons, Al Futtaim | Jun 2017 - Sep 2019

- Assisted in the buying process by selecting the right product mix
- Placed and tracked purchase orders
- Ensured timely and cost effective procurement of orders
- Negotiated with vendors and built positive, long-term relationships
- Researched new brands and pitched them to the buying manager
- Compiled reports on product performance and statistics
- Collaborated with the finance and logistics departments to ensure seamless payment processing and order tracking
- Collaborated with the Vm team to ensure prominent display of products

● Intern

The Cartel | Jun 2016 - Jul 2016

- Assisting in set design and visual merchandising.
- Researching new brands and pitching them to the store during weekly meetings.
- Creating mood boards for visual merchandising ideas and window displays.

● Store Supervisor

Closet Case Dubai | May 2022 - Now

- Oversee daily activities of my team, providing guidance and support
- Motivate the team to achieve monthly and personal store targets
- Oversee cash management, including daily reconciliation
- Address and resolve any issues that arise, whether related to staff, customers, or operations
- Design and curate visual compelling displays
- Collaborate in the buying process to curate a balanced and thematically cohesive collection
- Conduct thorough research on potential acquisitions, document findings and establish a network of industry contacts
- Establish and maintain relationships with showrooms and brands, facilitate collaborations and negotiations to enrich the store's collections
- Pitch new brands and collections to be included in the store's portfolio
- Analyse and document performance metrics and statistical data to inform strategic collection decisions and enhance planning
- Maintain records of contacts, ensuring an organised and accessible database to support outreach and marketing efforts
- Develop newsletters and catalogs, craft content and copy to communicate store news and updates

● Co-Founder

Barzakh | Jun 2024 - Now

- Creating original designs that align with the brand's identity and target market.
- Choosing materials, such as metals, gemstones, and other components, that meet quality standards and reflect the brand's aesthetic.
- Overseeing the development of prototypes and ensuring that production



meets design specifications.

Developing and maintaining a strong brand identity, including logo, packaging, and overall brand voice.

Planning and executing marketing strategies across various channels (social media, email, print, etc.) to promote products.

Building relationships with influencers and media to enhance brand visibility.

Managing the brand's website, online store, and social media presence to drive sales and engagement.

Deciding on sales channels, whether it's direct-to-consumer (DTC) online, in physical stores, or through third-party retailers.

Managing relationships with distributors, retailers, and other partners to expand the brand's reach.

Ensuring that customer inquiries and complaints are handled efficiently and professionally.

Setting budgets for production, marketing, and operations, and forecasting sales to manage cash flow.

Determining pricing that reflects the brand's positioning and ensures profitability while remaining competitive.

Overseeing inventory to ensure that stock levels meet demand without overproducing.

Implementing quality control processes to maintain high standards in finished products.

Continuously exploring new ideas, designs, and technologies to keep the brand relevant and appealing.

● **Fashion Designer**

DURAND, AHMIR+NASIR LLC. | Aug 2021 - Apr 2022

Conducted innovative research and developed conceptual frameworks for collections

Developed visuals including mood boards and sketches to guide thematic presentations

Selected materials and liaised with artisans, manufacturers and suppliers to ensure quality and authenticity

Utilised technical expertise in pattern making, draping and toiling

Created technical sheets to guide production process

Developed brand identity and narrative

Education & Training

2019 - 2021 ● **IFA Paris**

Master of Art in Contemporary Fashion Design, Fashion Design

2013 - 2017 ● **CFAD, sharjah university**

Bachelor in Fashion Design and Textiles, Fashion Design