



# Gurleen Kaur

Assistant Merchandiser

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## Languages

English

## About

With 7+ years in fashion and retail, I'm skilled at exceeding sales targets, creating engaging displays, and insightful trend forecasting. Experienced across high street to luxury segments, my expertise lies in styling, inventory management, and developing strong customer relationships, adaptable to diverse retail environments.

### BRANDS WORKED WITH

Aashni + Co

ICICI Prudential Life

Label Sonaakshi Raaj

VERO-MODA

## Experience



### Luxury Sales Associate

Aashni + Co | Jul 2023 - Now

- Consistently surpassing sales targets through effective upselling and cultivating strong customer relationships.
- Developing visually appealing displays to showcase merchandise effectively to maximise sales while aligning the store ambience with the brand's identity and values.
- Optimising inventory management and replenishment and conducting routine quality assessment of the stock.
- Conducting training sessions for newly on boarded sales team members, covering product knowledge, effective selling techniques and company procedures.



### Buying & Merchandising Assistant

VERO-MODA | Sep 2022 - Apr 2023

- Prepared and analysed routine reports detailing sales performance and product availability.
- Conducted competitive analysis and fashion market research to provide valuable insights into product performance.
- Managed product intake and allocation in 173 Exclusive Brand Outlets to optimise inventory levels and maximise sales.
- Co-ordinated with the Design Team in the development of new product lines.

### Fashion Stylist

| Oct 2017 - Aug 2022

- Managed Wardrobe Styling and Costume Designing for celebrities in over a 100 projects encompassing a wide range of media like feature films, web series, advertisements, music videos, photo shoots and runway shows for top commercial brands like HDFC, Lakmé, Apple, Honda, Novotel and Asian Paints to name a few.
- Created costume sketches and mood boards that capture the overall aesthetic of the characters.
- Established a strong and credible reputation with vendors whilst effectively overseeing costume budgets.

### Assistant Designer

Label Sonaakshi Raaj | Jul 2016 - Sep 2017

- Participated in all aspects of the design process, from developing mood boards and creating design illustrations to sourcing fabrics, overseeing garment construction, and fittings of the final garments.
- Handled the styling in the Advertising Campaigns and runway showcase at Lakmé Fashion Week.

### Actuarial Manager

ICICI Prudential Life | May 2013 - Jul 2014

- Responsible for compiling and analysing statistical data to assess the impact of various policies on the embedded value of the company.
- Collaborated with the financial team on the development of new finan-

cial procedures, forecasts, business projections and risk management processes.

## **Education & Training**

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2014 - 2016 ● **INIFD**

Two year advance program in fashion design,,

2010 - 2013 ● **SIES College of Commerce and Economics**

Bachelor of Commerce,

2010 - 2013 ● **Actuarial Education Services, YCMoU**

Bachelor of Science,