

# Manoj Kumar

Fashion designer

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## Languages

English

## About

Highly motivated and experienced creative fashion designer offering 2+ years of creative product development expertise spanning design, production, and integrated campaign launch for globally recognised brands. Conceptualise seasonally relevant apparel celebrated for balancing innovative aesthetics with profit-driving commercial viability and sustainability best practices. Expert at distilling emerging customer and market trends into unique collections aligned to business KPIs. Excel in nurturing fruitful vendor relationships to source ethical, on-trend materials. Seeking new opportunities to spearhead sustainable growth through a passion for trend-driven yet conscientiously produced designs that make both ethical and business impact.

### BRANDS WORKED WITH

CTA APPARELS PVT LTD

White Rose

## Experience



### ● Volunteering

White Rose | Nov 2022 - Now

- Customer Experience - Provided excellent service and retail expertise to educate and assist patrons. Fostered a positive environment.
- Merchandising & Operations - Handled inventory tasks, floorsets, bank deposits and equipment oversight to support store functioning.
- Events & Fundraising - Planned creative events, increasing participation by 15% . Secured donations by promoting green initiatives.
- Community Building - Connected customers with local resources and programs as an ambassador for the organisation's community outreach.

### ● Fashion Designer

CTA APPARELS PVT LTD | Sep 2020 - Aug 2022

- An export house located in India catering to multi-national brands like H&M, Elcorte, ONLY Bestseller, M&S, StreetOne and Cecil.
- Developed commercial designs that reflected the conceptual direction and business strategy of the brands: Print Mania, Jacqueline de Jong, ONLY main, StreetOne and Cecil.
- Collaborated with the buying and merchandising teams to develop seasonal product assortments that aligned with business objectives focusing on style, fit, and fabric.
- Managed the product development process from concept to delivery, ensuring timely and accurate execution.
- Cultivated relationships with suppliers, attending trade shows and networking events to source new vendors.
- Headed Salesman Sample process for ONLY Bestseller brand resulting in good order quantities.
- Worked extensively with final quoted costings of each sample, keeping targets provided by buyers in hindsight while negotiated contracts with suppliers to ensure competitive pricing and profitable margins.

### ● Procurement Category Assistant

| Jan 2020 - Jul 2020

- Supported procurement process for 50+ new suppliers through due diligence and onboarding.
- Managed RFP processes and presented findings to category managers to influence supplier selection.
- Developed and maintained supplier scorecards and reporting on KPIs, including quality, cost, and delivery.
- Acted as a point of contact for suppliers and internal stakeholders to address inquiries and issues quickly.
- Identified \$15K in annual cost savings opportunities through price benchmarking and negotiations.

## Education & Training

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2023

- **Nottingham Trent University**  
MA Luxury Fashion Brand Management,,

2020

- **Lovely Professional University**  
Bachelor of Design in Fashion Design,,