



Sanaya Gandhi

Luxury Retail | Stylist | Makeup Artist

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Languages

English

About

Experienced in luxury retail and fashion styling with a proven record, I specialize in effective communication, creative problem-solving, and empathy to foster strong customer relations. My career objective is to apply my brand management skills in the domain of luxury retail. I aim to integrate my passion for fashion and beauty by offering innovative strategies to elevate brand experiences, create lasting impressions, and drive success within the industry.

BRANDS WORKED WITH

- GUESS?
- White Maison de Couture

Experience



● Brand Ambassador

White Maison de Couture | Nov 2022 - Jul 2023

Luxury Sales Associate:

Maximised sales of luxury apparel and accessories
Incharge of overall visual merchandising of the store
Maintained an accurate, efficient and effective client records

Social Media and Branding Manager:

Ideating content, copies and social media campaigns for the brand
Suggesting marketing and sales strategies for the brand

Creative Direction and Styling:

Conceptualising mood-boards, strategising a vision and successfully executing photoshoots

● CELEBRITY STYLING

FASHION STYLING | Jan 2022 - Jul 2022

Sourcing outfits and jewellery for industry events
Trials and alterations of the outfits
Working backstage with the celebrities
Creatively elevating the outfit in accordance with the needs of the artist

● COSTUME STYLING

FASHION STYLING | Jul 2022 - Jul 2022

June 2022 Brainstorming and creating styling moodboards for the music videos
Sourcing and building outfits from scratch with designers
Working on set with the production team
Coordinating multiple outfits for multiple artists
CATALOGUE STYLING July 2022
Ideating and creating the styling moodboards for the catalogue shoots
Sourcing jewellery and accessories for the outfits
Coordinating with the designer, model, photographer and makeup artist
Styling up to 25 looks in a day
Working on the creative direction of the photoshoot



● Sales Associate

GUESS? | Dec 2023 - Jan 2024

Assisted the management team in exceeding the profitability expectations, KPI targets for the store in sales.
Prioritising customer experience consistently by providing a friendly environment including greeting and acknowledgement on entrance into the store.

Maintaining all visual merchandising standards, directives, promotions, and overall cleanliness and organisation of the sales floor and stockroom.

Maintaining high communication levels with all team members

Maintaining solid product knowledge

Education & Training

2023

● **Glasgow Caledonian University**

MBA Luxury Brand Management -

2018 - 2020

● **Usha Pravin Gandhi College**

Bachelors in Mass Media -