



Amit Kumar Sirohi

Merchandising, Sourcing and Product Development

📍 Reading, UK

[View profile on Dweet](#)

Languages

French (Basic)

English (Fluent)

Hindi (Native)

About

Merchandising, Sourcing and Product Development Versatile, results-driven professional with 20+ years of experience of comprehensive experience developing exceptional relationship with clients, peers, and senior leadership to provide sustainable business solutions. Superb project leadership abilities and personnel management skills with strong expertise in Design, Sourcing, Merchandising and Product Development. Proven problem solving and analytical thinking skills, a fast-learning curve, and ability to adopt to industry evolving trends. A dedicated professional with the drive and skill set to excel in a fast-paced leadership role enhancing a company's ability with quick response.

BRANDS WORKED WITH

Adini UK

Concord Ventures

Fab Production Pvt. Ltd.

Spl Industries Ltd.

Triburg Consultancy Pvt. Ltd.

Experience

● Business development manager

Fab Production Pvt. Ltd. | Oct 2019 - Now

Business development strategies including line building, merchandising, production, quality and claim issues. Market monitoring and identifying new trends.

- Interface between designers, buyers, merchandisers, production, quality and logistics team.
- Acting as first point of contact for customers and suppliers.
- Liaising with factories at all stages of the production process.
- Working with vendors for USA, Canadian and French Market for Woven, Knits and Seamless from PD, Merchandising, Fabric Development and Design.

● Group Leader

Triburg Consultancy Pvt. Ltd. | Aug 2015 - Sep 2019

Leading the charge to increase base of Aerie (American Eagle Outfitters) / Reitman Canada and other EU Act. for Design, Product Sourcing and Merchandising.

- Reviewing factories and resolving issues with other departments.
- Initiating systems for merchandising for the efficient flow in-order to track the product till its delivery.
- Presenting 4 new collections, proposals and follow-up with merchandising, Fabric, Quality Assurance and Fit technicians as well logistics and other team for Product Development / Sourcing / Production etc. issues and challenges.
- Working closely with other members of the team to ensure costs agreed and goods delivered are as per specification.
- Liaising and meeting with customers and suppliers on a regular basis to ensure requirements are met. Working closely with Design and technical teams daily. Effectively managing the critical path.
- To improve and support innovative technical solutions with planning to improve product, quality, cost and speed of delivery.

● Manager Merchandising and PD

Concord Ventures | Jul 2010 - May 2015

Leading a team of professional Designer and Product Development Merchandiser to successfully generate the product and queries into business and the execution of samples etc. with time delivery.

- The business was spread over France and Germany with direct customers. Liaised with sales office (Lille) to feed and follow-up on business development and vendor management.
- To be the first with new trends in the target market of our customers while providing latest trends from fairs and exhibitions like Premier Vision, Pure and Whos' Next etc.
- Update and manage client online submission sites/systems



•Handling approvals from Concept / Costing to Pre-Production, actioning any comments.

● **Manager Design and Marketing**

Spl Industries Ltd. | Jul 2001 - Jun 2010

With a team of professional Designer, Marketing and Product Development Merchandiser to successfully generate new design product and queries into business and the execution of samples etc. with time delivery with Dallas office.

•Liaising with merchandising team for the product development for the season. Trends and design were upbeat from Premier Vision, Magic and Hemtextile etc.

•To ensure each customer's range is fit for purpose and meets expected standards working from design packs through to delivery.

● **Design Manager**

Adini Uk | Aug 1997 - Jun 2001

The business was primarily in UK and thru cash n carry and Adini store on high street. For business promotion the PURE and PRIMIER were the sales point besides the catalogue and on-line.

•While teaming with the head office in London and sampling in Noida (Delhi NCR) was directly involved with the trend scouting to final range development.

•Sourcing of different fabrics, prints and trims (MAGIC, Premier Vision, Indigo and Pitti Fillati etc.). Designing and developing new apparel, prints and embroidery designs according to the latest forecast.

•Visiting textile Fairs / Showrooms to keep up-to-date on the latest fabrics / Styles.
