



Shereen Drummond

Fashion designer

Doha, Qatar

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Links

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Languages

Hindi (Native)

English (Native)

About

BRANDS WORKED WITH

Cravatex Brands Private Limited

Future Lifestyle Fashions

The Blue Group

Zivame

Experience



● Fashion Designer

The Blue Group | Mar 2021 - Now

Responsibilities :

Projects handled : 1 - FIFA World Cup Qatar 2022 (FWC2022) 2 - Private Label - Dynamic Sports 3 - Sub-private label - Back to School (BTS) Genders handled : Men, Women and Kids Market Analysis of competitor brands and football teams - home and away. Study and understand the market for body shapes, color and silhouette preferences keeping the culture in mind . Create the FWC2022 Collection as per brand guidelines keeping the target prices in mind. Develop private label ranges for different projects based on fixed price points for multiple clients which are production friendly. Be in constant touch with the FIFA HQ Zurich team for design and print approvals. Research and source new materials and print techniques. Create an archive for measurement sheets depending on body types and use the same base for different silhouettes. Create detailed and precise technical design sheets for all articles as proposed in order sheet for different clients. Be in constant touch with suppliers, not only on mail but also on WeChat and Whatsapp to aid in faster and quick resolutions for all types of construction, fabric, trims and print related queries. Assist the suppliers with measurement and pattern shape approvals before sampling. 3 samples are to be approved before bulk starts - Development, PP and SMS. Once samples are in, fit the same on different body types and create a detailed comments sheet for supplier mentioning color, fit, fabric, trims, construction, pattern and measurement points. Give approvals for lab-dips, print strike-offs, trims, yardages and bulk fabrics. Assist marketing team for samples and photoshoot.

● Fashion Designer

Cravatex Brands Private Limited | Apr 2018 - Nov 2019

Responsibilities :

Projects handled : 1 - Licensed Brand - FILA, India Mainline Range 2 - FILA Training Line available online - Myntra, Jabong and Amazon and offline - FILA EBOs, Central and distribution 2 - FILA SMUs (Specially made units) Ranges for Amazon, Myntra, Jabong and Flipkart 3 - FILA Seasonal accessories for online partners - Myntra and Jabong 4 - FILA Sports innerwear Range - Myntra and Jabong Genders handled : Men and Women Work and followup with the international team for FILA UK tag along orders. Get approvals from FILA UK Team for all India Ranges before sampling.



● Activewear Designer

Zivame | Feb 2017 - Mar 2018

Responsibilities :

Projects handled : Fashion PLM TexCad

● Fashion Designer

Future Lifestyle Fashions | Jun 2014 - Feb 2017

Place -

Bangalore, Karnataka, India

Role -

Fashion Designer

Tenure -

June 2014 to February 2017 Responsibilities :

Projects handled : 1 - Licensed Brand - Champion 2 - Licensed Brand -

Umbro 3 - Licensed Brand - Converse Available online - Flipkart, Amazon, Myntra, Jabong, Central and Distribution stores Genders handled - Men and Women

Work closely with the Design Head and sourcing team to add on in the Option Plan with the International Ranges Develop tech sheets for finalised styles, travel to factories for sample development Present to CEO and buyers in Trade Shows with actual samples for Range approval Approve/reject lab-dips, print strikeoffs, yardages and fits, silver seal and gold seal samples Contribute and collaborate with the marketing team for photoshoot and styling

Education & Training

- 2016 ● **Central Saint Martins**
Short Course in Graphic Design,
- 2016 ● **Central Saint Martins**
Short Course in Fashion Design,
- 2010 - 2014 ● **PEARL ACADEMY**
Bachelor of Arts,
- 2010 ● **La Martiniere Girls' College**
ISC,
- 2008 ● **La Martiniere Girls' College**
ICSE,