



Shruti Saraf

MA Fashion and Luxury Brand Management

London, UK

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Languages

English (Native)

Hindi (Native)

About

A MA Fashion and Luxury Brand management student at Istituto Marangoni, London, and a Fashion Designer . With a strong passion for fashion and a deep understanding of the creative and managerial processes involved, I'm a hardworking individual with a keen eye for trend analysis and research, displaying a detail-oriented approach to work. I embrace new ideas and projects, always ready to contribute. My design vision for fashion can be characterized as dynamic, innovative, functional, and conscious. Eager to enter the retail fashion industry in the UK, I aim to leverage my digital and soft skills to foster mutual growth and enhance experiential learning across different areas of fashion.

BRANDS WORKED WITH

- diptyque
- diptyque Paris
- Dohr India
- Harrods
- House Of Raisons
- kylux.co
- Label sheena singh
- Pankaj & Nidhi
- Rainbow Fabart Pvt Ltd

Experience

● Personal Shopper

kylux.co | May 2023 - Jul 2023



● Fashion Designer

Dohr India | Nov 2022 - Jan 2023

● Assistant Textile Designer

House Of Raisons | Aug 2020 - Nov 2022

Working as a textile designer with expertise in weaving, printing techniques, regional embroideries and crafts such as Mukaish, Gotta , Aari and many others from all over India. Blending textiles with modern techniques and providing people with detailed craftsmanship, purity and most importantly, a love for the hand. As a silhouette developer, trend forecaster and sample developer, I have contributed to it all. Aside from that, the company provided me with an enormous opportunity to create footwear designs, which I excelled at.



● Designer

Pankaj & Nidhi | Dec 2018 - Mar 2019

● Designer

Label sheena singh | Jun 2018 - Jul 2018

● Designer

Rainbow Fabart Pvt Ltd | Jun 2018 - Jul 2018

Developed swatches for zara , and merchandising

● Sales Associate

diptyque Paris | Oct 2023 -



● Sales Assistant

Harrods | Jun 2023 -



● sales associate

Harrods | May 2023 - Aug 2023

Aiding customers within a store environment, furnishing product details, tending to customer queries, and ensuring a favorable shopping encounter



- **sales associate**

diptyque | Oct 2023 - Jan 2024

Maintaining up-to-date knowledge of products;
Supervising the provision of outstanding customer service to ensure high levels of client satisfaction. Responding to questions, fixing problems for customers, and preserving a satisfying customer experience.

Education & Training

2023 - 2024

- **Istituto Marangoni**

Master's degree,

2017 - 2020

- **Pearl Academy**

Bachelor's degree,

2005 - 2017

- **Apeejay School Of Management**

Commerce,