



Karishma Shahani

Design Director | Creative Lead

📍 London, UK

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Links

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Languages

English (Native)

French (Basic)

Hindi (Native)

About

10 plus years experience in creating luxury packaging for luxury beauty brands like Estee Lauder, Clinique, Sephora, Bobbi Brown, Smashbox, Wella, Kiro & more. Marketing, PR & Communications in Luxury Goods & Services, Jewelry enthusiast. Catalogue curation After sales customer care - receiving feedback and implementing suggestions and changes to provide desired results and work on achieving planned KPI.

BRANDS WORKED WITH

ELLE Magazine

Princesse K

Pune Times/ Times Of India

Whym

Experience



● CREATIVE DIRECTOR

Princesse K | Jan 2009 - Jan 2023

Marketed the brand and ensured increase in POS across niche multi brand boutiques in India, USA, UAE, Singapore & Finland. Understood the design requirements of global beauty brands like Estee Lauder, Wella, Smashbox, Bobbi Brown, Clinique & Sephora and designed and manufactured their GWP's (gifts with purchases) since 2014.. Worked on PR for the brand and Princesse K clutches have been carried by various Bollywood celebrities over the years. Expanded the business from B2C and added B2B to increase revenue.



● DESIGN CURATOR

Whym | Jan 2006 - Jan 2007

Created a platform for new designers in the Indian fashion industry. Ran the show which included merchandising, marketing, public relations, selling and taking care of after sales service. Worked on PR & Marketing and got the store featured in Elle, Seventeen, Time Out Mumbai, Times of India, New York Post.



● FASHION & LIFESTYLE JOURNALIST

ELLE Magazine | Jan 2005 - Jan 2006

Content writing and editing Styled various people and product shoots, Reported on cultural and street trends.

● LIFESTYLE JOURNALIST

Pune Times/ Times Of India | Jan 2003 - Jan 2004

Covered an extensive range of beats from events coverage, celebrity interviews, food, fashion and interiors features, news based features and social issues. .Visualized and conceived various shoots with some of India's leading models..

Education & Training

2022

● GIA (Gemological Institute of America)

Graduate Diploma in Education,

2007 - 2008

● International University Of Monaco

Master of Science,

1999 - 2002

● Symbiosis College of Arts and Commerce

Bachelor of Commerce,