



Soumya Dubey

Fashion Marketer & Designer

📍 London, UK

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Languages

English (Fluent)

Hindi (Fluent)

About

I recently completed my MA in International Fashion Marketing at Regent's University London, where I learnt how to analyze and optimize the global fashion industry. My goal is to combine my passion for fashion design with my knowledge of marketing strategies and consumer behavior, and to create impactful and ethical solutions for the fashion sector. I have a Bsc in Fashion Designing from GD Goenka school of fashion and design, where I honed my creative and technical abilities and participated in several fashion shows and exhibitions.

My background in design along with my educational background has equipped me with a unique perspective, allowing me to approach product understanding, trend analysis, and coordination with a creative and strategic mindset. In my previous roles I have actively engaged in extensive communication and coordination, skills I believe are transferable and valuable in retail environment as well. This experience further fueled my passion for styling, interacting with individuals from various backgrounds, and understanding different styles. Alongside technical proficiency, I bring strong analytical and organisational skills, excelling in market research, interpreting sales data, and identifying emerging trends.

BRANDS WORKED WITH

Delhi Times Fashion

Delhi Times Fashion Week

Khadiji

Qplexus, Idarzee

Siddhartha Bansal

Experience

● Fashion Design Intern

Siddhartha Bansal | Dec 2020 - Oct 2023

Researching on concepts, fabrics and latest trends Brainstorming ideas for the photoshoot for product promotion Finding vendors Creating concept based prints

● Assistant Fashion Designer

Qplexus, Idarzee | Jul 2019 - Jan 2020

Creating bespoke designs for clients from the scratch by illustrating fashion sketches and technical drawings, creating moodboards, color palettes and fabric swatches. Liaise with vendors, tailors and all the other people involved in the making of product to ensure deliveries are on time and in full Assisting with fittings Managing inventory Researching latest trends Handling client complaints & feedback

● Fashion Designer

Delhi Times Fashion Week | Apr 2019 - Apr 2019

Participated as a Fashion Designer, showcased a garment Worked on a collection of seven items under a single theme and colour palette, with one costume assigned to one person Curation of garments as per show's standard Managing trials and pre-show preparations

● Fashion Design Intern

Khadiji | Jun 2018 - Jul 2018

Research on innovative ideas on promoting Khadi and its use Packaging of the items ready for dispatch Photoshoot & photoshopping of the images of photoshoot managed for the brand's website, social media and promotions.

● Backstage Volunteer

Delhi Times Fashion | Jan 2018 - Jan 2018

Assisting the production crew with event setup and organisation. Assisting models in getting dressed and making sure their garments are correctly suited. Helping with styling hair and makeup for the models.

Coordinating with the production staff and the models to ensure that everyone is on the same page and that the show goes well.

Education & Training

- 2022 - 2023 ● **Regent's University London**
MA International Fashion Marketing, International Fashion Marketing
- 2016 - 2019 ● **GD Goenka University**
BSC. in Fashion Designing,