



# MD Mehedi Hasan

Product Developer

Dhaka, Bangladesh

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## Links

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## Languages

Bengali

Hindi

English

## About

End-to-end sourcing, development & allocation support provider to regional and global business leaders. Team player in business development that supports the strategy, goals, and values of the organization. 9(+) years of experience in the apparel and fashion industry on employee life cycle with blending academic, fashion design, fashion marketing, merchandising, sourcing, graphics & leading.

### BRANDS WORKED WITH

Centric Brands Asia Ltd.

KRAYON SOURCING LTD.

Li & Fung (Bangladesh) Ltd.

SEACOTEX FABRIC LTD. (Knit Composite Factory)

SYNERGIES SOURCING BANGLADESH LTD.

## Experience

### ● Product developer

Centric Brands Asia Ltd. | Jan 2023 - Now

Responsibilities: An excellent transfer from Li and Fung to Centric Brands Asia Ltd. with the same responsibilities.

All knit, Swimwear, and outerwear Development of KHQ (12 Brands & 17 departments) Near about \$70M.

### ● Product developer

Li & Fung (Bangladesh) Ltd. | Oct 2019 - Dec 2022

Division: SCS3; PBS AGENCY/CENTRIC BRANDS/KHQ  
<https://centricbrands.com/>

Position: Product developer Oct'19 to Dec,2022 Responsibilities: Product development for a \$60 million knit product business & \$10 million for Woven, Denim Outerwear & Woven Swim development as well as production follow-up. (Bangladesh, India & Pakistan regions.) Dealing brands and areas of the market: (USA, CANADA & AUSTRALIA market) CK, Tommy Hilfiger, Tommy Disney, Gap, Nautica, Timberland, Spyder, Lucky Brand, Caterpillar, Juicy, Hudson, Bass Outdoor. (Men's, Ladies, Boy's Girl's) (1) Knit development-60% (against 60 million \$) (2) Denim/Woven development: 5% (07 million \$)

- Style review & factory allocation for knit products. As well as cost comparison among makers.
- Making decision & release Lab Dip/Strike off/PD & design/trims & accessories approval comments.
- Material sourcing for the NY design team and developing them to use as cost-friendly.
- Proto to PPs follow-up & critical path analysis for costing. (3) Denim/Woven outerwear & swimwear Production: 35% (against 10 million \$)
- Factory allocation for the right product to the right maker.
- Cost comparison to meet the target FOB.
- Making decision & release L/D, S/O, PD & design approval comments for production.

### ● Senior Fashion Designer

KRAYON SOURCING LTD. | Dec 2017 - Oct 2019

Handled Design & Development for a \$40 million business.

- Research Fashion Trends, and color forecasts by WGSN.
  - Own design for the upcoming season (Women's, Men's & Kids)
  - Sourcing, Branding, and Presentation (All apparel categories & all fabric items)
  - Execute & direct to wash technician & graphic designer.
  - Direct & share ideas (Product, Photography & Content)
  - To make a Web page for KRAYON SOURCING LTD. <http://www.krayon-sourcing.com/#our-products> DEALING CUSTOMER: (USA/CANADA, AFRICA & INDIA market) CK, TAILOR VINTAGE, WOOLWORTH, TRU-WORTH, MUFTI, TKO, RELIANCE, FUTURE GROUP, HUNKIMOLLER.
- Achievement:

Special incentive & Promotion. Contribution to business enhancements: 25\$ million to 40 \$ Million (2018).  
Mehedi Hasan

### ● Design and Development Executive

SYNERGIES SOURCING BANGLADESH LTD. | Oct 2015 - Dec 2017

THE DESIGN STUDIO Position: Design and Development Executive from Oct'15 to Dec'17 DEALING CUSTOMER: (EU & USA market) ZARA, PULL & BEAR, BERSHKA, MANGO, BJD INC., DIESEL, ALCOTT, SACOOR BROTHERS, PAPER & DENIM, OVS, SOK, WEATHERPROOF & many more (There was a total 25+ number of customers and \$200 million in business)

- Research about Fashion Trends, and color forecasts.
- Own design for the upcoming season by researching WGSN, all fashion web, and trends. (Ladies, Men's & Kids)
- Product design & development for upcoming season & buyer demand. (Woven, Denim, Knit & Sweater, And Re-Cycle Knit)
- Sourcing for fabric, trims, accessories & embellishment.
- Branding, making presentations, catalogs, and graphics proposing for buyers. (All categories & Items)
- Execute & direct wash technician & graphic designer. Advice for graphics, AOP & technical issues for the production department. Making a newsletter for the Website. Product follow-up till pre-meeting with the factory. Achievement: Promoted to Design and Development Executive from Development Executive with special responsibilities area.

### ● Assist. Merchandiser

SEACOTEX FABRIC LTD. (Knit Composite Factory) | Sep 2014 - Sep 2015

Dealing with customers: PAPER & DENIM.

## Education & Training

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- 2021 - 2022 ● **BANGLADESH UNIVERSITY Textile Industry**  
Postgraduate Diploma, Textile Industry Management
- 2010 - 2014 ● **BGMEA Institute of Fashion Design**  
Bachelor of Science, Fashion Design And Technology
- 2007 - 2009 ● **Ullapara Science College Science**  
HSC, Science
- 2003 - 2007 ● **S.K. pilot High School**  
SSC, Science