



Chengban Phukan

Flexible, continuous learning and effective cross-cultural communication and a commitment to sustainability.

📍 Ostendstraße 27, 12459 Berlin, Germany

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Links

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Languages

Vietnamese

English

German

Hindi

Bengali

About

Experienced in delivering brand vision through aligning with organizational goals, corporate strategic planning, cross functional collaborations, monitoring and adaptations. Motivated and flexible individual with a passion for continuous learning and effective cross-cultural communication and a commitment to sustainability.

BRANDS WORKED WITH

Belmonte- SKNL Group

Future Group

Hoa Sen University, Van Lang University, ADS Design Institute.

J D Fashion Institute, Vogue Institute of Fashion Technology.

Jockey, Vera Lingerie.

Levi's, Dockers, Fossil Group of Watches (WSI).

Supreme Overseas

Viet Thang Jeans

Experience

● Product Development and VM Manager

Jockey, Vera Lingerie. | Aug 2019 - Aug 2022

- Collaborate with the design team to translate creative concepts into feasible and commercially viable product plans.
- Source and evaluate materials, ensuring alignment with design specifications, cost targets and sustainability objectives.
- Manage the end-to-end product development lifecycle, from initial concept through prototyping, sample approval and final production.
- Conduct market research to stay abreast of industry trends, consumer preferences and competitive landscape.
- Work closely with manufacturing partners to monitor production timelines, quality control and adherence to delivery schedules.
- Analyze sales performance, customer feedback and market trends to inform future product development strategies.
- Collaborate with marketing and sales teams to create product messaging and support successful product launches.
- Develop and implement a cohesive visual merchandising strategy aligned with brand aesthetics and seasonal themes.
- Design and execute eye-catching window displays that effectively showcase key products and attract customer attention.
- Collaborate with the marketing team to align promotional campaigns with in-store visual presentations.
- Conduct regular store visits to assess and enhance visual displays, ensuring consistency and compliance with brand guidelines.
- Store designs and developments, plannogram and make-overs.

● Lecturer- Fashion Designing

Hoa Sen University, Van Lang University, ADS Design Institute. | Feb 2018 - Jul 2019

- Conduct dynamic and informative lectures on various aspects of fashion design, including design theory, garment construction, textiles, and trend analysis.
- Provide constructive feedback on student work.
- Guiding them in the development of their design concepts and execution.
- Stay current with industry trends and technology, integrating relevant updates
- Inclusive learning environment that encourages creativity and critical thinking.
- Assisting them in building portfolios and preparing for industry opportunities.

● Senior Manager- Product Merchandising

Viet Thang Jeans | Jun 2016 - Dec 2017

- Ensure that products are in the right store, in appropriate time with correct quantities
- Ensure and plan stock levels as well as drop out plans.
- Working with designers and merchandisers to plan product ranges.
- Final approval of the tech pack – includes color, trims, fabrics, quantity, quality & cost.
- Decide quantities, managing levels, distribution of stock and delivery time-scales.
- Handling supply/production problems as they arise
- Manage the visual merchandising budget, optimizing resources.
- Conduct cost analysis and negotiate with vendors to ensure cost-effective plan
- Plan and coordinate VM initiatives for seasonal campaigns/ promotions.
- Collaborate with cross-functional teams, including marketing and store management, to align visual presentations with overall business objectives.
- Ensure window displays/ mannequin styling are timely, impactful, and adhere to brand guidelines.
- Conduct training sessions on VM strategies and product presentation
- Store make-overs. Implement planograms and guidelines ensuring optimal visibility and accessibility.
- Analyze sales data, customer feedback and timely store visits.

● **Senior Manager- Brand Environment**

Levi's, Dockers, Fossil Group of Watches (WSI). | Feb 2012 - Apr 2016

- Develop and execute a comprehensive visual merchandising strategy aligned with brand identity, ensuring a impactful in-store customer experience.
- Manage the visual merchandising budget, optimizing resources.
- Conduct cost analysis and negotiate with vendors to ensure cost-effective procurement of display materials and props.
- Plan and coordinate visual merchandising initiatives for seasonal campaigns, promotions, and special events.
- Collaborate with cross-functional teams, including marketing and store management, to align visual presentations with overall business objectives.
- Ensure window displays are timely, impactful, and adhere to brand guidelines.
- Develop and implement mannequin styling guidelines, keeping abreast of fashion trends and incorporating them into displays.
- Conduct training sessions on visual merchandising techniques, product presentation, and brand representation.
- Store make-overs. Implement planograms and guidelines for product placement, ensuring optimal visibility and accessibility.
- Analyze sales data, customer feedback and timely store visits.

● **Regional Manager- VM**

Belmonte- SKNL Group | Feb 2011 - Jan 2012

- Ensure that products are in the right store, in appropriate time with correct quantities - Ensure and plan stock levels as well as drop out plans.
- Working with designers and merchandisers to plan product ranges.
- Final approval of the tech pack – includes color, trims, fabrics, quantity, quality & cost. - Decide quantities, managing levels, distribution of stock and delivery time-scales.
- Handling supply/production problems as they arise
- Manage the visual merchandising budget, optimizing resources.
- Conduct cost analysis and negotiate with vendors to ensure cost-effective plan
- Plan and coordinate VM initiatives for seasonal campaigns/ promotions.
- Collaborate with cross-functional teams, including marketing and store management, to align visual presentations with overall business objectives.
- Ensure window displays/ mannequin styling are timely, impactful, and adhere to brand guidelines.
- Conduct training sessions on VM strategies and product presentation
- Store make-overs. Implement planograms and guidelines ensuring optimal visibility and accessibility.
- Analyze sales data, customer feedback and timely store visits.



● Assistant Manager- Visual Merchandising

Future Group | Feb 2008 - Jan 2011

- Develop and execute a comprehensive visual merchandising strategy aligned with brand identity, ensuring a impactful in-store customer experience.
- Manage the visual merchandising budget, optimizing resources.
- Conduct cost analysis and negotiate with vendors to ensure cost-effective procurement of display materials and props.
- Plan and coordinate visual merchandising initiatives for seasonal campaigns, promotions, and special events.
- Collaborate with cross-functional teams, including marketing and store management, to align visual presentations with overall business objectives.
- Ensure window displays are timely, impactful, and adhere to brand guidelines.
- Develop and implement mannequin styling guidelines, keeping abreast of fashion trends and incorporating them into displays.
- Conduct training sessions on visual merchandising techniques, product presentation, and brand representation.
- Store make-overs. Implement planograms and guidelines for product placement, ensuring optimal visibility and accessibility.
- Analyze sales data, customer feedback and timely store visits.

● Lecturer- Fashion Designing

J D Fashion Institute, Vogue Institute of Fashion Technology. | Mar 2006 - Jan 2008

● Assistant Fashion Designer

Supreme Overseas | Aug 2002 - Jan 2005

- Executed sustainability initiatives in product development, introducing eco-friendly materials and processes.
- Directed a cross-functional team in the development and launch of seasonal collection, resulting in a 33% increase in sales and a 9% improvement in product margins.
- Implemented streamlined processes for concept ideation, prototyping, and final production, reducing time-to market by 9-11 weeks and enhancing overall efficiency.
- Elevated the store's visual identity through strategic planning, execution and visual merchandising, contributing to a 37% increase in foot traffic and boost in sales within the first year.

Education & Training

2023 - 2023

● LVMH

INSIDE LVMH, Luxury, Sustainability, Supply chain, Retail customer experience

2022 - 2024

● AMD

Master of Arts, Sustainability in Fashion and Creative Industries

2015 - 2015

● Marangoni Institute of Design

Fashion Visual Merchandising, Fashion Visual Merchandising

1999 - 2002

● Bangalore University

B.Sc. , Fashion and Apparel Design