



Chitra Mehra

Fashion and Embroidery Designer

11 Rue de Valenciennes, 93220 Gagny, France

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Links

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Languages

English (Fluent)

French (Basic)

About

Experienced and innovative Fashion Designer with over 7 years of experience creating powerful designs in the fashion industry. Adept at collaborating globally with designers and other cross-functional teams to achieve inspiring designs, I am continuously inspired by new challenges that push beyond the boundaries of conventional thinking and doing. I enjoy engaging in conversations with individuals responsible for communicating ideas to the world.

BRANDS WORKED WITH

Aftab & Swati Studio

Arham Creation Pvt.Ltd

Idiot Theory

Kunal Rawal vibe Pvt. Ltd

Milaaya Embroideries Pvt.Ltd

Parshwa Creation

Sonu Exim - India

Sonu Exim Pvt.Ltd

Experience

● Embroidery designer

Milaaya Embroideries Pvt.Ltd | Jan 2023 - May 2023

"As a Creative Embroidery Designer at Milaaya Embroideries, I lead the creation of innovative artwork and embroidery techniques for luxury and contemporary brands. Drawing on my deep technical knowledge, I manage multiple projects simultaneously, ensuring timely delivery through precise prioritization.

My responsibilities extend to planning and curating new collections, developing concepts and mood boards that align with market trends. Working closely with the in-house creative design team, I actively contribute to crafting high-end embroidery samples.

Maintaining meticulous records of completed projects, including design files, thread colors, materials, and client information, is integral to my role for future references and organizational efficiency.

I am proficient in preparing detailed specs sheets and skillful in managing deliveries and deadlines, blending creativity with effective project management for the seamless execution of each embroidery project.

In my position, I bring a unique combination of artistic vision, technical expertise, and collaborative spirit to elevate Milaaya Embroideries' standards, consistently delivering exceptional results for luxury and contemporary brands."

● Fashion and embroidery designer

Kunal Rawal vibe Pvt. Ltd | Jan 2022 - Dec 2022

"As a Fashion and Embroidery Designer at Kunal Rawal, I played a pivotal role in translating seasonal concept direction from the Design Director into designed and developed collections. I successfully coordinated and facilitated photo shoots to showcase the designer's new collections.

Collaborating closely with pattern and sample makers, I ensured precise garment construction. My responsibilities extended to sourcing materials, trims, and fabrics from local markets for upcoming collections and fashion shows, involving effective communication with buyers and suppliers.

In addition to designing and creating artworks for embroidery garments, I developed innovative embroidery swatches for various brands and clients. I produced clear and detailed technical sketches, contributing to the seamless collaboration within the team for garment and embroidery creation.

To stay abreast of current trends, I conducted thorough research and analysis in fashion design. I also supported the design and retail team with various administrative tasks.

Notably, I contributed to the national media attention gained by developing a unique and creative visual concept for a fashion show.

In my role, I combined creative flair with effective collaboration, technical expertise, and administrative support to contribute to the success of Kunal Rawal's designs and collections."

- **Fashion Designer**
Arham Creation Pvt.Ltd | Jun 2019 - Dec 2021
- **Asst. Fashion and Embroidery Designer**
Sonu Exim - India | Dec 2017 - Apr 2019
- **Fashion Designer**
Parshwa Creation | Dec 2016 - Nov 2017
- **Assistant Costume Designer**
Idiot Theory | May 2015 - Nov 2016
- **Design Internship**
Sonu Exim Pvt.Ltd | May 2014 - Jul 2014
- **Design Internship**
Aftab & Swati Studio | Mar 2015 - May 2015

Education & Training

- 2023 - 2024 ● **ICN Business School**
Master of Science - MSc, Luxury and Design Management
- 2012 - 2016 ● **Pearl Academy**
Bachelor's of Design, Fashion Design