

Manju Bashini Vc

Product Development

Chennai, Tamil Nadu, India

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Languages

Tamil

English

Hindi

About

Product and Business Development Manager Over 12 plus years of working Experience as a Product Developer, Global Sourcing & Materials specialist in the Fashion Industry with proven track record in Business development & growth. Proficient in targeting brand needs and creating the required product line in apparel and textiles with spontaneity and innovation. In depth knowledge of ongoing and old trends and to curate it at the right time to deliver the best result. Handled the complete PLC and its marketing for respective brands & markets. Proficient in materials sourcing and development. All round talent with expertise in design, sourcing, merchandising in textiles & Apparel.

BRANDS WORKED WITH

Ambattur Clothing Ltd

Hot Source Limited Aka Indo Pacific International Ltd

Pearl Academy of Fashion Affiliated To Laureate and Nottingham Trent University

Pearl Global Limited Aka House of Pearl Fashions Limited

s.Oliver

Soliver Bernd Freir Gmbh & Co. Kg

Experience

● Head of Product Development

Hot Source Limited Aka Indo Pacific International Ltd | Jan 2011

Brands Handled – Woolrich, Basspro, Fornarina

-Product categories: Women and Men woven and knit tops/bottoms ;

Woven outerwear

-Trend research and creating product line based on the concepts from brands

-Presentation of the design input at the respective brand headquarters in USA once a season

-Pricing and salesman sampling was a key responsibility with effective price points

● Product Developer & Merchandiser

Ambattur Clothing Ltd | Jan 2005

Brands handled – Gap, J-Jill, Esprit, May store Categories handled -denim bottoms/core bottoms/woven tops /woven jackets Dresses

-Trend analysis and product development were the key functions

● R&D Manager / Product Development Manager

Soliver Bernd Freir Gmbh & Co. Kg | Oct 2012 - Feb 2022

Product categories: light woven top and bottoms, circular knits tops and bottoms, accessories (scarves and textile/leather bags). Brands handled : Soliver Men / Women/ junior ; comma & Ci, QS designed by Women and Men

• Been spontaneous to capture the trends & presented according to the brand needs and competitiveness in the market

• Designed styles and presented -quarterly & seasonal to all brands that is developed thru supply channels in India and Sri-Lanka which accounted to 60% of business order placement for the region

• Includes Trim & Fabric research and development - created logo and non logo trimming and details 'Created Graphics / artworks for all product groups and was adopted to the entire story line across all brands.

• Visited fashion and fabric international / domestic fairs and inbuilt the newness and gave constant updates to successive sellers (Never out of stock & repeat orders), brought in new version of styles in the seasonal collection

• To maintain design library of created input

• During line adoption, proto type and salesman samples presented were adopted to bulk orders with negotiated price (built in profit to the brands) and on time delivery. Includes digital marketing of styles before salesman sample meeting

- Handled a team of design and product developers and liaise with the quality / technical team for bulk production feasibility
- Vendormangement is one of the key role

- **Assistant Professor – Fashion Design**

Pearl Academy of Fashion Affltd To Laureate and Nottingham Trent University | Jun 2012 - Oct 2012

Handled Fashion design Projects for FD students – Casual wear for men & women, Indian wear for Men and Women, kids wear , Sportswear categories. To prepare students – to do trend research , prepare the mood board architecture, realization of stylized croquis and design forms Handling product development and advance fashion forecasting & product development for Men and Women clothing , accessories. Handled advance fashion product development and fashion forecasting for PG Fashion Merchandising students.

- **Manager – PD & Design**

Pearl Global Limited Aka House of Pearl Fashions Limited | Jan 2011 - Jan 2012

Brands handled – Macys, Belk, Jc Penny, Old Navy, Gap,Kohls, Loblaw, Tom tailor. Under Armour, Basspro shops, Kmart sourcing, DKNY,,Target ,Sears Canada. Product categories : All tops and bottoms for Ladies, Mens and Kids segment including Denim

-was responsible for the entire PLC including fabric R&D Creating Product line for all the customers depending on the concepts for each of the brands.handed . include proto type and salesman sampling .

-Travelled to the respective Brand headquarters(in USA) to present the design collections and accounted for 55 % of the buisness accounting turnover close to 20 million

-Leada team of designers to effectively produce the required results within stipulated time period

- **Product Developer and Senior Merchandiser**

Soliver Bernd Freir Gmbh & Co. Kg | Jan 2005 - Jan 2009

-Segments handled–women division–Casual woman and Qs female–woven and knits.

-Prepare and present trend input–collate with product centre in Hongkong.

-Responsible for prototype and salesman sampling for casual women & brought in new orders and added to 40% of the overall profit ratio for brand Globally .

-Costed the sampled styles.Responsible for complete product development of soliver women casual brand.



- **Design and development manager**

s.Oliver | Oct 2012 - Feb 2022

Design manager responsible for entire product design development and merchandising- women kids & mens apparel and accessories.