



Rucha Gurjar

Fashion Business | Luxury Retail | Marketing

Wembley HA9, UK

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Languages

Gujarati

English

Hindi

About

A highly ambitious fashion designer, marketing, and customer success support enthusiast with excellent communication skills. My optimism and outgoing personality give me the ability to work both, autonomously and as a great team player. I enjoy learning by breaking cultural norms and experimenting with new things. I have 4 years of experience and professional knowledge in luxury retail, fashion design, fashion styling, digital marketing, campaign strategy and visual merchandising. I have a skilled entrepreneurial mindset and the ability to work punctually in an organised manner.

BRANDS WORKED WITH

6DEGREE

Arlettie Paris

Label RG

Louis Vuitton

Experience



● Client Advisor (Retail)

Louis Vuitton | Aug 2022 - Jan 2024

Delivering personalised service ensuring an unforgettable shopping experience that mirrors the brand's image and values. Consistently achieving high-end sales growth by 15% and implementing successful cross-selling strategies resulting in an exceptional 25% increase. Continuously working towards achieving KPI targets while actively nurturing and promoting a KPI-driven environment within the organisation. Utilising CRM systems to cultivate long-term client relationships by scheduling appointments in-store to further enrich customer satisfaction resulting in a loyal client portfolio. Enhancing the shopping experience through implementing stock management practices, monitoring feedback, maintaining visual standards, and collaborating with colleagues to identify upsell opportunities results in a 10% increase in average transaction value.



● Sales Associate and Showroom Executive

Arlettie Paris | Sep 2021 - Jul 2022

Providing exceptional customer service and addressing inquiries promptly. Proactively engaging customers, providing product recommendations, and influencing purchase decisions. Conducting quality checks and ensuring visual merchandising standards are met before sales. Maintaining high standards on the shop floor and overseeing opening and closing cash operations. Execute sample for a wide range of brands including Hermes, Dior, Hugo Boss, Max Mara, Paul Smith, Dolce and Gabbana, Stella McCartney, Kenzo, Theo Fennel, and Maison Margiela.

● Founder and Creative Director

Label RG | Sep 2019 - Aug 2021

Defining the brand's vision, mission, and long-term strategy involving in setting clear goals for sustainable growth. Guiding the creative direction ensures the fusion of traditional Indian aesthetics with contemporary trends. Ethical sourcing and partnerships with skilled artisans uphold commitments to quality and sustainability. Implementing innovative marketing strategies aim to enhance brand visibility and drive sales across all platforms effectively reaching the target audience.

● Marketing Assistant and Junior Fashion Designer

6DEGREE | Jun 2018 - Nov 2018

Coordinating in creating engaging content across various marketing channels, managing social media accounts (Instagram, Facebook, LinkedIn) and analysing marketing metrics to evaluate effectiveness are key responsibilities. Additionally, supporting the translation of design concepts into prototypes and researching materials for garment production are essential tasks. Maintaining organised design files and documentation facilitates seamless communication within the design team.

Education & Training

- **University of Westminster**

Master of Business,

2015 - 2019

- **United world institute of design**

Hons in Fashion,