



Ashnah Jones

Womenswear Designer specialising in Luxury Fashion and surface design.

London, UK

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Languages

English (Fluent)

About

BRANDS WORKED WITH

Dragana Perisic London

Halpern

Pantaloons, Aditya Birla Fashion and Retail Pvt Ltd

ROKSANDA

Viscomm 360 Pvt Ltd

Experience



Luxury Fashion Designer

ROKSANDA | Mar 2022 - Aug 2022

Responsibilities - Fabric cutting, toiling, machine/hand stitching, pick packing, sourcing, and merchandising.
•Assisting Design team with 3D Design execution, Showroom set up for buyers, sample sale set up, photoshoot behind the scenes and studio organization.



Dresser

ROKSANDA | Oct 2022 - Oct 2022

SS23 fashion show dresser and back stage help.



DESIGN / STUDIO INTERN

Halpern | Nov 2021 - Feb 2022

Pattern cutting, Fabric cutting, toiling, research and development of surface designs, machine/ hand stitching, tech packs, consumption layouts, fitting helper, photoshoot helper, studio management.
•Hand work and fabric cutting for Priyanka Chopra's Matrix premier gown.
•Lakme fashion week 2022 garments fabric cutting, textile development and finishing, hand finishing, casting help, backstage helper/dresser.

FASHION STUDIO INTERN / ASSISTANT TO DESIGNER

Dragana Perisic London | Sep 2021 - Oct 2021

Studio manager, intern manager, sales and shop management, fabric cutting, toiling, hand embroidery and finishing, tech packs and sourcing.

SENIOR EXECUTIVE DESIGNER

Pantaloons, Aditya Birla Fashion and Retail Pvt Ltd | Nov 2017 - Feb 2020

Womenswear Designer for the casualwear brand "Bare denim". Worked under the brand manager and head designer directly to sharpen, strengthen& build a successful apparel label in the women's western category in India.

•Achievements – Changing the handwriting of Bare Denim top wear to a craft based boho chic line, creating and maintaining best-selling products 2 years in a row with a 95% design adoption rate. Bare Denim Fashion basics category showing an average sell through rate of 70% and growing every year. Introducing new product categories to help sharpen the brand handwriting which lead to a budget achievement of 114% in FY19.
•Designing trend driven seasonal range of minimum options of 250 designs per collection, working across multiple product categories - tops/shirts, dresses, skirts, outerwear.
•Research/conceptualizing, development, and postproduction processes for each each drop. Creating tech packs, CADs and participating in fit sessions, Fabrics mill weeks and trim shows with cross functional teams to ensure design and product quality. Clearly and efficiently communicate ideas and rationale to key stake holders.
•Pan India trips on regular basis for research and development, Comshop/ sourcing and oversee sampling.
•Building look books, season big bets, new Product Development pro-

posals as seasonal/drop highlights to serve as inputs to VM & marketing for impactful instore and digital communications.

- Guiding and supervising interns in their graduation projects and training them for full time design roles.

- **Freelance Fashion stylist**

Viscomm 360 Pvt Ltd | Jan 2011 - Jan 2011

Film Project (2017), Lead stylist for Rajat Kapoor; JCB Ad project (2018)
2011