



Supriti Singh, Mba

Product Developer

Paris, France

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Languages

French (Basic)

English (Fluent)

About

Experienced and detail-oriented fashion professional in leading end-to-end planning cycles and optimizing operational efficiency. Skilled in designing collection, range review, strategic planning, supplier management, negotiation, forecasting, and trend analysis. Adept at collaborating with cross-functional teams and building strategic partnerships with buyers and brands to achieve business objectives.

BRANDS WORKED WITH

Future Group (Spunk, Umbro, Champion)

Iconic Fashion (Elle women's brand)

Trucare FZC (Disney, Warner Brothers)

United Colors of Benetton

VIP Clothing Pvt. Ltd.

V.T. Apparels

Studely

Experience



● Head of Product Development

VIP Clothing | Jun 2021 - Feb 2022

Utilized analytics, trend analysis, & sales data to develop sportswear, innerwear, & nightwear categories, incorporating 50-75 print designs for panties each month, resulting in a 20% boost in sales.

Effectively led a team of 4-5 designers and buyers in developing strategic seasonal range planning, product assortment, color planning, seasonal targeting, budget planning, and financial KPIs.

Targeted the new & further development of innerwear qualities, technical parameters, wearing comfort, & care properties to align with the brand vision, consumer needs, and distribution channels.

Achieved a 30% reduction in material waste by initiating the design of an innerwear range using up-cycled fabric to drive sustainability awareness.

● Senior Merchandiser

Iconic Fashion (Elle women's brand) | Oct 2020 - Apr 2021

Directed end-to-end production process, cost negotiations, fabric sourcing, setting quality, and delivery terms with domestic & global suppliers, & driving the successful execution of each style.

Spearheaded vendor allocations, range development, time & action plans for prototypes, & updating them in the PLM system resulting in a notable 15% reduction in production lead time.

Successfully handled fit comments, range review, design & color approvals, meeting deadlines, and purchase orders (PO) of the woven and knitwear category for the "Elle" Brand.

● Merchandise Manager

V.T. Apparels | Jun 2019 - Sep 2020

Facilitated the substantial growth of an e-commerce start-up by expanding the vendor network, and onboarding 7 new suppliers, driving a 40% increase in product offerings and market expansion.

Managed merchandising processes, such as WSSI management, sales analysis, budget reviews, market trends, customer insights, and competitor strategies to identify risks and opportunities.

Guided the formulation and implementation of short & long-term business strategies aligned with brand identity, market trends, achieving a 20% increase in revenue & a 10% reduction in customer churn rate.



● Design Manager

Trucare FZC | Oct 2018 - May 2019

Worked closely with the Design Director to build seasonal concepts, mood boards, technical sheets, & color strategies, for nightwear & loungewear categories by ensuring alignment with the buyer needs.

Developed and executed highly successful seasonal range plans for globally recognized brands including Disney, Warner Brothers, and DreamWorks; resulting in expanded market presence.

Directed cross-functional teams and supervised fit comments, range reviews, project monitoring, and approvals, fostering a culture of innovation and collaboration.

- **Product developer**

United Colors of Benetton | Jun 2017 - Aug 2018

I took on the role of solo designer and developer for the in-house brand "Undercolor," specializing in crafting innerwear, activewear, and loungewear for women, Kids and men. My responsibilities encompassed not only design but also the crucial aspects of stock and vendor management, showcasing my proficiency in overseeing the complete spectrum of product creation and procurement.



- **Design Manager**

Future Group | May 2016 - Jun 2017

Led a high-performing team of 3-4 designers to design and develop activewear and streetwear collections for global brands like Umbro and Champion, incorporating market research and trend analysis to drive a 30% boost in sales volume.

Initiated extensive research on current fashion trends, sales data, market demands, and competitor analysis, and influenced future strategies based on performance metrics and consumer insights.

Maintained meticulous attention to detail in overseeing sample buying, range selection, product development, vendor selection, & assortment planning, resulting in increased revenue across various categories, also leading to a 25% improvement in customer satisfaction and product success.



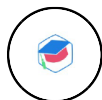
- **Assistant Merchandiser**

United Colors of Benetton | Jun 2012 - Nov 2015

Engineered a data-driven approach to streamline the sampling process using SAP software, and expertly generating purchase orders (POs) driving a 35% reduction in production lead times and a 20% increase in on-time product launches.

Led the Time and Action (TNA) plan coordination for range production, vendor allocations, fit, design approvals, and sample development optimized processes to achieve a 25% reduction in production costs and a 15% increase in design approval speed.

Acted as a key liaison with suppliers effectively communicating technical sheets and ensuring production was ready on time while providing approvals on shipment samples, prints, wash, and quality.



- **Sales Coordinator**

Studely | Apr 2023 - Nov 2023

Offered consultancy to clients, aiding in bank account openings. Managed sales and promoted services remotely. Supported peers in sales funnel, ensuring payment completion.

Education & Training

- **Rennes School of Business**

MBA,

- **National Institute of Fashion Technology**

Bachelor of Design,