



Prachi Dharani

Textile and fashion designer

Paris, France

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Links

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Languages

English (Native)

French (Fluent)

Hindi (Native)

Gujarati (Native)

About

Textile Print Design freelancer with a degree in the Apparel and Fashion Design. Skilled in Fashion Illustrations, Digital illustrations, Computer-Aided Design (CAD). Strong arts and design skills in Textiles, Prints development, Sustainability, Embroidery. A professional with a master degree in Fashion Design womenswear from Paris.

BRANDS WORKED WITH

ækasyam

LIZYBIZ

MALHIA KENT

Mirabel Edgedale

Orient Craft Limited

VISMAYA INC

YWL paris (YES, WE LIKE.)

Experience

● Graphic and Textile Design + Digital marketing

LIZYBIZ | Oct 2021 - Jun 2023

Graphic Design in communication and marketing :

- Creation of the company's identity, DNA, and Graphic chart of a company with a history of 20 years and plus.
- Worked as a graphic designer with the creative director and CEO, to finalise the new branding & identity of the company. Tasks include
- Logo Design, Lookbook and brochure designs, marketing strategies for upcoming company events and Graphic Design for RSE charts and logos (mostly used for promotional activities).
- Digital Marketing Responsibilities: Monthly planning of marketing strategy, building, creating and maintaining the company's presence on social media. Digital content creator, newsletter, video editing, storytelling, website design, textile prints animation.
- Measures and reports the performance of all digital marketing campaigns and evaluates against objectives (ROI and KPIs). For example, a Bifurcation event at Ground Control Paris.
- Worked on Adobe Suite - Photoshop, Illustrator, After Effects, Premier Pro and Adobe Substances for 3D fabric rendering. Work with collaborators to convert different fabrics into 3D for future clients in collaboration with the IFTH lab in Paris.

Textile Print Designer :

- Designed prints for top clients like The Kooples, Sezane, and Philosophy. Created diverse designs, from hand-painted to digital, tailored to client needs.
- Skillfully retouched and revitalized existing archives into fresh, captivating motifs.
- Conducted trend analysis, curated moodboards, and developed color boards aligned in-house collections with fashion trends.
- Researched and pioneered sustainable textiles, and collaborated with factories for eco-friendly materials.
- Proficient in Adobe Creative Suite tools for 3D fabric rendering.
- Collaborated with team members and external partners to convert diverse fabrics into 3D representations, including work with IFTH lab in Paris.



● Textile designer intern

MALHIA KENT | Feb 2020 - Sep 2020

- Conducted trend research, crafted moodboards, and curated color palettes for the upcoming collection.
- Proficiently operated weaving machines to create innovative textile samples and weaves.
- Spearheaded the development of fabrics for the 2021 collection, combining artistic flair with technical precision.
- Drew inspiration from origami, vibrant weaving techniques, embroidery, and digital print design.
- Collaborated effectively in videography and video editing, facilitating presentations of the new collection to our Asian clientele in both English and French languages alongside Eve Corrigan (CEO) at Malhia Kent (Promotional activities).



- Acted as an assistant at Première Vision, representing Malhia Kent, where I managed client interactions and provided product guidance.

● **Showroom assistant at Paris Fashion Week**

Mirabel Edgedale | Sep 2019 - Sep 2019

- Successfully collaborated with the team for biannual Paris Fashion Weeks (PFW) from 2019 to 2021, demonstrating consistent dedication and reliability.
- Played a key role in finding a studio and handling the setup of the showroom for their four brands, which were showcasing their collections through Mirabel.
- Responsible for dressing and styling models at the showroom.
- Managed client list preparation and provided client reception services.
- Recorded and organized purchase orders using Microsoft Excel.

● **Surface Print Designer**

YWL paris (YES, WE LIKE.) | Apr 2019 - Jun 2019

- Specialized in multi-surface print design for bags, suitcases, and handbags.
- Created branding materials, including brochures and logo development.
- Curated a comprehensive portfolio showcasing all company designs.
- Actively engaged in promoting the company's products and services.
- Conducted technical development for various accessories.

● **Fashion Designer**

ækasyam | Apr 2018 - Jul 2018

● **Textile Print Designer**

VISMAYA INC | Jun 2017 - Sep 2017

- Developed 25 designs for F/W 2017 and S/S 2018 collections, including colour combinations, patterns, and embroidery for scarves, kimonos, ponchos, and swimwear.
- Designed vibrant embroidery and weaving samples for Pashmina and Kashmiri shawls.

● **Fashion Design Intern**

Orient Craft Limited | May 2017 - Jul 2017

- Working side by side with the design and development team for the upcoming collection 2018 spring summer for the brands like - Marks and spencer,

● **Freelance Textile designer**

| Sep 2021 -

- Scarf Designing, creation of motifs and digital printing. Hand finishing. Printed in India.
- Hand-woven scarfs with customised motifs, patterns and colours.
- Print designs for tufted rugs and handwoven carpets.

Education & Training

2021 - 2023

● **Ecole Conte**

Bachelor's degree,

2018 - 2020

● **Istituto Marangoni**

Masters in Arts,

2014 - 2018

● **United World Institute of Design**

Bachelor's Degree,

- 2013 - 2014 ● **Gospel private classes for Company Secretary course**
Company secretary course,
- 2013 - 2014 ● **S.D.School of commerce, Gujarat University Campus, Ahmedabad**
Bachelor's Degree,
- 2011 - 2013 ● **M.B.Patel english medium school, Gandhinagar**
High School,
- 1999 - 2011 ● **st annes english med school**
Completed till 10th,