




KRITI RAWAL

Fashion Professional



 (+91)-9870114150

 <https://kritirawal.wixsite.com/work>

 kritirawal.work@gmail.com

> PERSONAL

Name: Kriti Rawal
Date of Birth: Oct 20, 1995
Relationship: Single
Nationality: Indian

> SKILLS

Professional



> ACHIEVEMENT

Collection Showcase

Showcased graduation collection of garments at Amazon Fashion Week' 18

Fashion Styling

Scholarship for short course at Istituto Marangoni, Mumabai/ 2017

> LANGUAGE

Hindi
English

> PROFILE

Holding a Bachelor's Degree focused in Fashion Design from Pearl Academy of Fashion, New Delhi (IN), I am a strong fashion professional with a demonstrated history of working in the the Apparel and Fashion industry, skilled in Creative Concept Design, Adobe Photo-shop, Customer Experience, Make-up Artistry and Fashion Styling.

> WORK EXPERIENCE

Brand Developer & Chief Operating Officer

Dec'20-Present

Rose by Darks / Gurugram, India

Rose by Darks is a Premium category Men's wear brand. With Rose, the idea is to give the world a sensible luxury brand by providing customers with great quality at much lesser prices in comparison to the industry standards.

Website: www.rosebydarks.com

- Shopify website development
- Research and procurement of raw material
- Overlooking production, day-to-day operations of the company

Fashion Designer

Nov'19-Apr'20

Zen Inc. Pvt. Ltd. / Noida, India

Varun Bahl is a reputed Indian Fashion Designer known for designs with exemplary craftsmanship. He was the first Indian Designer to ever participate in the Milan Fashion Week in the year 2007.

As the head Pret Wear Designer in the company, my job was as following:

- Creating a story around the inspiration given by Varun Bahl
- Sketching designs and sampling of surface work for the garments.
- Getting silhouette samples made for various collections.

Fashion Consultant, Stylist & Art Director

Dec'18-Oct'19

Fabulous Threads Pvt. Ltd./ Gurugram, India

Talking Threads by Pearl Uppal is an Indian Luxury Brand rooted in the rich Indian legacy of masterful artisanal skills and attention to detail. In a short journey of 6 years, the brand has catered to thousands of clients in over 70 countries spanning 4 continents.

Webiste: www.talkingthreads.in

- Give insightful advice to clients as per their needs.
- Art Direction and styling the models for both catalogue and editorial photoshoots.

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> CO-CURRICULAR

Make-up Artist

CAPED INDIA
Musical Stage Show for
charity for Cervical Cancer
patients.

> FREELANCE / PART- TIME WORK EXPERIENCE

Fashion Designer and Production Head

Jun'20-Nov'20

AMPM Design Studio New Delhi, India

AMPM Design Studio by Payal Malhotra is a London-based Bridal and Couture Design House with its production unit based in New Delhi, India.

- Sketching new designs in terms of silhouettes.
- Getting new embroidery and silhouette samples made.
- Heading the production unit for everyday work.

Assistant Buyer

2017-Present

French Connection Noida, India
United Kingdom/

French Connection is a UK-based global retailer and wholesaler of fashion clothing, accessories and homeware.

- As an Assistant Buyer, my job was to study the trends and based on my knowledge of it, help the store staff to pick out the best garments for the season.

Fashion Design Intern

2016-2017

Rahul Mishra Pvt. Ltd./ Noida, India

Rahul Mishra, the first Indian designer to showcase at the Paris Haute Couture Week champions slow fashion with traditional Indian crafts. His eponymous label with two flagship stores in India and a thriving national and international distribution channel finds its genesis in the ideas of sustainability that present fashion as a tool to create participation and empower the local craft community of India.

- Assisting in surface and silhouette designing
- Assisting in Sales and Marketing
- Assisting in packaging and other day-to-day operations

Fashion Styling Intern

Mar'17

Paris Fashion Week/ Paris, France

- Backstage intern at Paris Fashion Week Fall/Winter 2017