

VIRSHETÉ

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Tokyo | London | Mumbai

I am a fashion design and technology professional, with a natural flair for design, a strong sense of identity and aesthetics, excellent technical abilities and an up-to-date understanding of contemporary fashion – both the high-end as well as the high-street. I am inspired, confident, focused, disciplined and reliable, with a 360° approach to fashion, beauty, industry and life, pulling in as much as I can, to put out the best that I can.

KEY SKILLS

Design (Womenswear)

Excellent academic/visual research & design development skills; product development, collection/range planning, project sourcing, creative direction, multimedia collage/illustration, colour, trend, textiles.

Garment Technology

Excellent and innovative pattern cutting, garment construction, sewing, manufacture, production & technical skills; sampling, prototyping, costing, lay planning, grading, sizing, draping, tailoring.

CAD/CAM/IT

Excellent at Adobe InDesign, Illustrator & Photoshop; fluent with Microsoft Office Suite for Mac & Windows; Toray ACS Pattern Magic 2, Gerber AccuMark, WordPress, Wix.

Graphics

Lay out, typography, presentation, editing, visual communication.

Promotion

Naming; branding, marketing & promotion across all mediums; PR, brand development.

Management

Resource allocation, budgeting, pricing, profit maximisation, supply chain management, outsourcing, consultancy & strategy across all capacities.

Languages

Excellent at spoken and written English, good at spoken and written French, good at spoken Hindi, beginner Japanese.

Further skills

Styling (fashion & beauty), fashion journalism, social media & public relations, training, fashion, identity & image consultancy, cultural & historical fashion theory.

Personal

- Natural flair and passion for fashion and design.
- Excellent fashion knowledge, awareness and understanding - industry, business, process, trends.
- Strong emphasis on and awareness of market and consumer.
- Good communication, teamworking, interpersonal and networking skills.
- Excellent and efficient organizational, planning, time management and problem-solving skills.
- Innovative, motivated, decisive, determined and hard working, with the

EDUCATION

BA (Hons) Fashion Design Technology (Womenswear)

London College of Fashion, September 2013 - July 2014.

FdA Fashion Design Technology (Designer Pattern Cutter)

London College of Fashion, September 2011 - July 2013.

Access To HE Diploma (Fashion)

London College of Fashion, September 2010 - May 2011.

International Baccalaureate Diploma Program (IB)

Podar International School, July 2008 - November 2009.

International General Certificate of Secondary Education (IGCSE)

Podar International School, July 2007 - June 2008.

ACHIEVEMENTS

- Showcased collections at the Victoria & Albert Museum, and Off-Beat Live | The Shoreditch Fashion Show 2013, in London.
- Guest lectured on fashion, beauty and identity at the Imperial College London.
- Work featured in several newspapers, magazines and blogs – Vogue.co.uk, BuzzFeed.com, Verve India magazine, Platform magazine, The Bombay Times, The Indian Express, The Hindustan Times, Jute Magazine, Jossbox.com, Blonde Germany, Stilo magazine, WatchMePivot magazine, TheFashionConnector.com, Tumblr.com, WeddingSutra.com and WearAbout.WordPress.com to name a few.
- Edit Vir Shete | The Fashion Blog, keeping my viewers and myself up-to-date with the latest in international fashion - designers, trends and so on.
- Consecutively appointed course representative during my time at the London College of Fashion (2010-2014).
- Successfully completed The Duke of Edinburgh Bronze Awards Program.

PROFESSIONAL EXPERIENCE

JULIAN VIERA, Tokyo - Creative Director (August 2016 - Present)

Creative Director for JULIAN VIERA Ready-to-Wear across all design, technical, artistic and operational capacities.

Research & design | Project sourcing | Pattern cutting, prototyping & sample production | Supply chain management & liaising with factories | Graphics, web development & social media | Branding, marketing, promotion & PR | Casting & fittings | Make-up, hair, styling & shoot production | Fashion show production & visual merchandising | CAD, grading & mass production | Resource allocation, budgeting & pricing | Liaising with buyers, retailers & magazines | Consultancy & strategy

Abu Jani Sandeep Khosla - Assistant Designer (January 2016 - June 2016)

Designer for multiple lines (both western & ethnic) at various market levels - couture, ready-to-wear, menswear, bridal, celebrity/personal clients; co-ordinating between various departments that include Design, Embroidery, Sampling, Production, Stock, Despatch, Costing, Accounting, Brand Development and PR.

Research & design | Project sourcing | Pattern cutting, draping, sampling, prototyping & garment construction | Production | Embroidery design, development & production (hand & machine) | Pricing & budgeting | Graphics | PR

International Freelance Fashion Designer & Consultant (June 2015 - Present)

Research & design | Project sourcing & supply chain management | Production (sample & mass) | Branding, marketing & promotion | Resource allocation, budgeting & pricing | Consultancy & strategy

Hiroko Koshino, Tokyo - Assistant Designer (September 2014 - March 2015)

Designer for multiple lines at different market levels - Hiroko Koshino Runway, Couture, Premier and Prêt-à-Porter.

Visual research & design development | Pattern cutting, draping, sampling, prototyping, garment construction & production | Project sourcing, liaising with factories & supply chain management | Accessory design & styling | Castings, fittings & fashion show production | Social media, press, publicity & promotion

Neeta Lulla – Design Assistant (June 2012 – September 2012)

Visual research & design development | Sourcing | Trend forecasting

Hermione de Paula, London – Design and Styling Assistant (February 2012 – May 2012)

Visual research & design development | Pattern cutting | Sampling | Prototyping | Sourcing | Accessories | Styling | Packaging

Freelance Make-up, Hair & Fashion Stylist (January 2008 – Present)

Advertising | Bridal | Editorial | Fashion | Film | Portfolios | Select clients | Training | TV

Vir Shete | The Fashion Blog - Editor (May 2011 - December 2013)

Regularly featuring in-depth visual research and analysis of the latest in international fashion.

REFERENCES Available on request.