

# PRIYANJALI RAJLAXMI SINGH

## FASHION DESIGNER



## EDUCATION

- **BACHELOR OF DESIGN (FASHION)** // 2012 - 2016  
NATIONAL INSTITUTE OF FASHION TECHNOLOGY  
PRINCIPLE STUDIES: Pattern making, Garment construction, Surface Design, Illustration, Computer Aided Design
- **ICSE** // 2012  
SANSKAR VALLEY SCHOOL, BHOPAL  
PRINCIPLE STUDIES: Business, Economics, Accountancy, English literature, Fine Art, Environmental Studies

## CONTACT

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## PROFILE

A fashion designer, with a strong aesthetic sense and a keen eye for fashion and cultural trends. Creative and experimental approach supported by a strong understanding of the technicalities of textile and garments. Vast knowledge of a wide range of techniques including: hand beading, machine embroidery, laser cut and appliqué. Highly skilled in design research and sourcing. Ability to communicate closely with vendors and factories, ensuring all design standards are met. Strong leadership skills, especially in spearheading major aspects of the development process. Proficient with computer aided design and graphics. Strong communication skills; written as well as verbal. Good team player based on multiple experiences in the past.

## EXPERIENCE

- **DREAMZKRAFT PVT. LTD., MUMBAI**  
ASSISSTANT DESIGNER // July 2016 - Dec 2016
  - Developing concept and theme for the event based on the clients requirements.
  - Working these concepts into creatives for the venue in terms of decor, floor plan and set design.
  - Execution of the
- **BESTSELLER GROUP, MUMBAI**  
DESIGN INTERN (ONLY) // May 2015 - July 2015
  - Project 1: Forecast study, research and design development for Spring Summer 2016 collections . All designs done on Adobe Illustrator.
  - Project 2: Design and developmet of express pieces for Autumn Winter 2015.
  - Project 3: Customized pieces designed for Kangna Ranaut for the Marquee campaign.
- **NIFT IN ASSO. WITH TDD, MUMBAI**  
TEAM LEADER // Jun 2014 - Aug 2014
  - Study of the tribal Crafts of Gujarat and its documentation - Personal visits and research in Craft clusters in rural Gujarat along with detailed analysis of growth, changes and challenges.
- **SPECTRUM, NIFT MUMBAI**  
CO-ORDINATOR // 2015 - 2016
  - Co-ordinator for fashion show for NIFT Mumbai college festival, as head representative of Fashion Design department.

## SKILLS

### RESEARCH



### SURFACE ORNAMENTATION



### CONCEPTULISATION



### GARMENT CONSTRUCTION



### COMMUNICATION



### MANAGERIAL SKILLS

