AR

Ananya Rathore

Fashion Designer

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SKILLS

Adobe Illustrator · Adobe Photoshop · CLO 3D · Pattern Making · Draping · Tech Packs · Textile Surface Design · MS Excel

CORE SKILLS

- Collection development
- Trend research
- Fabric and trim sourcing
- Sampling and fit
- Vendor coordination

LANGUAGES

English · Professional
Hindi · Native
Rajasthani · Conversational

Personal statement

Fashion designer with 3 years of experience in women's ethnic and fusion wear for export and D2C brands. Develops seasonal collections from mood board to tech pack, works closely with block printers and pattern masters, and has designed 150+ styles that went into bulk production.

Work experience

Fashion Designer · Rangreza Exports Pvt Ltd, — Feb 2024 – Present

- Design 4 seasonal capsule collections a year of kurtas, co-ord sets and dresses for buyers in the UK and Australia.
- Create tech packs with graded specs, trims and colourways in Illustrator, reducing sample correction rounds from 3 to about 1.5 per style.
- Work with block-printing and dyeing units in Sanganer and Bagru to adapt traditional motifs; buyers picked 38 of 60 proposed styles for the SS26 line.
- Track sampling timelines in Excel to meet buyer approval dates for 95% of styles.

Assistant Fashion Designer · Gulmohar Label, New — Jul 2023 – Jan 2024

- Supported the head designer on 2 festive collections, preparing CADs, colourways and fabric swatch cards.
- Sourced fabrics and trims from wholesale markets in Delhi within agreed cost targets.
- Reviewed online sell-through reports to recommend repeat styles; 6 recommended styles became bestsellers.

Education

B.Des. in Fashion Design · National School of Fashion ology, New Delhi, New Delhi — 2019 – 2023
: 8.0 CGPA

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