



# VARNA GUPTA

## DESIGN PROFESSIONAL

### Address

Logix Blossom City,  
Sector 137, Noida, UP - 201305

Senior Design Professional with over 17 years of rich experience of working with leading International brand, **Reebok**, as well as a home-grown Sportswear brand- **Alcis**, amongst others.

A finisher and a perfectionist, have the ability to adapt fashion forecasts to suit the Indian customers' nuances, create commercial yet innovative products/ collections, and ensure perfection in the samples' development.



### Contact me

Email : +91 8800429429  
Mobile : varnagupta@yahoo.com



### My Portfolio

www.varnagupta.com

## WORK EXPERIENCE

### FREELANCING

**Currently working as Consultant Designer with Paragon Apparels.**

**Projects done :** Inditex trent, reliance , Northern india -  
( Free People, Anthropology < Urban, Westside)

#### Responsibilities:

- Making the seasonal brand direction as per forecast for Men and Women.
- Studying & updating latest trend & concepts to the team in terms of Fabrics, Trims & Technologies ETC.
- Coordination between design and sourcing team.
- To ensure production feasible development.
- To ensure pricing within brand position.
- Making ensembles and looks for the seasonal photo-shoot.
- Making the line-plan as per the seasonal requirement.

**Worked with Landmark Group as sr. designer (sep- 2021- 3mnt)**

#### Responsibilities:

- Making the seasonal brand direction and theme boards for womens wear brand Fame Forever.
- Making line-drawings and design boards.
- Coordination between design and sourcing team.
- Making Tech-packs for bulk production.

### PARAGON APPARELS

ALCIS SPORTS PVT. LTD

From Apr 2019 to July 2021

Designation: Senior Designer & Category Lead

Leading the design and development for men's and women's

Also leading the Designer Collaboration **ALCIS X NARI**, with Designer "Nari" (Narendra Kr. Ahmed).

The **key responsibilities** include-

- Fashion and Trend forecasting for the season.
- Deciding the seasonal Brand direction along with the Men's design lead, ensuring a coordinated look for the Brand.
- Finalizing the key stories for Women's and Girls categories
- Design de-brief to the team according to the line plan, to ensure all price segments are catered to.
- Alongside, working with the Merchant Team to develop and source new fabrics and trims.
- Presenting the final collection to the Management
- Sampling handover, and samples' development along with the merchant/sampling team.
- Line presentation to customers, gathering feedback, and ensuring flawless and smooth line handover for production
- Creating ensembles and looks for the seasonal photoshoot
- Creating the brief for the Window-Stories for the Visual Merchandiser.

## SKILL SET

### SOFTWARE SKILLS



### CATEGORIES' ADEPTNESS

PERFORMANCE

ATHLEISURE

LIFESTYLE

HI FASHION

### CUSTOMERS SERVICED

MEN'S

WOMEN'S

KIDS

### FABRICS ADEPTNESS

KNITS

WOVENS

## EDUCATION

Diploma in Graphic Design- 2006-07  
ARENA Multimedia, Delhi

Diploma in Fashion Design- 2002-04  
United Institute of Designing, Kanpur

Bachelor of Arts - 2002-04 (Distance learning)  
Kanpur University, Kanpur



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## WORK EXPERIENCE

### PERF ITALIA

From Nov 2017 to March 2019

Designation: Senior Designer

Fashion and Trend forecasting for Men and Women.

Developing design collections for the brand.

Sample development and buying.

### SHIVALIK PRINTS LTD.

Tenure : Mar 2014 – Jun 2017

Designation: Design Head

Led the design and development for **over 10 buyers**, working on their collection from forecasting to design development & sampling, to buyer presentation. Brands managed included Next, H&M, Bruno, Bostern Proper, Valenne Gauthier, Love Sam, Free mind, CharmingCharlie, George, Meijer & Fred Meijer, across Men's, Women's & Kids categories

### REEBOK INDIA

Tenure : Dec 2008 – Dec 2011

Designation: Designer

Areas of responsibility–

- Men's **Sportswear** and **Women's Lifestyle & Streetwear categories**
  - Responsible for adapting Reebok's global offering to the Indian market, and filling in the gaps if any.
  - Creating collections and assortments suitable for each channel – Exclusive stores, Distribution & Large Format Retail.
- Special Lines assigned - **Fish Fry** by Manish Arora, Golf & Swimwear

### OTHER EXPERIENCE

- Visual Merchandiser at Pantaloon's Retail in 2006-07
- Designer at Satyapaulexport in 2004-06
- Freelance designer between 2012-14

## REFERENCES

Mr. Atul Arora (Reebok India)

Sourcing Head

M - +91 9818839644

Ms. Pooja Kalra Sood (Alcis Sports)

Consultant – Product & Sales Strategy

M - +91 9650290526