

# MAHAM AZHAR

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## **Profile and Goal:**

With a vast and diverse background in Apparel, Footwear, and Leather accessories Design with a major in leather Garments, Footwear products, fashion retail, and merchandising combined with my current professional experience of +8 years, I believe I have attained & understood the concepts required to progress to the next phase of my career. With a drive to excel in my field both Professionally & Personally, I hope to further commit myself to developing and introducing designs & innovative concepts in the fields of fashion, accessories, and footwear Design.

## **Education:**

- HARVARD Management Communication. (2022-Online)
- HARVARD Finance. (2022-Online)
- HARVARD Spreadsheet Modeling. (2022-Online)
- HARVARD Mathematics of Modeling. (2022-Online)
- HARVARD Quantitative Methods. (2022-Online)
- YALE UNIVERSITY Science of well-being. (2018-Online)
- LUMS E-commerce and web development. (2017)
- PIFD Bachelors in Leather Accessories and Footwear Designs. (2016)

## **Core areas of expertise are as follows:**

- Sourcing/Buying/Pricing.
- Conceptualizing and executing of collection.
- Retail marketing strategy, implementation of ideas for annual collection plan and budget.
- Design and development.
- Business development for local and international b2b/b2c clients.
- Monitor and align product mix to fill in the market gap.
- Budget planning.
- Supply chain/ Inventory management/pre-in Season OTB Decision making.
- E-commerce and web development/adobe Photoshop.
- Managing new startups.

## **Manager Design / Merchandise /Product development**

### **Global Brand Hush Puppies/Cat (2021 Oct- Nov 2023)**

- Product design/development/Merchandising/planning/budgeting/supply chain/marketing/revamping product line includes everything from Design to POS.
- Leading the business of Kid's/Women's/Men's (2000-2300 Million).
- Dealing with vendors, locally /Internationally for order placements, designing, Material /color selection, and cost.
- Market research to analyze price, consumer, and buying patterns, predicting future trends
- Forecasting sales, planning, and budgeting ROI/GMROI/OTIF for all product categories weekly/monthly basis

## **Merchant Men and Women/ Designer**

### **Service sales corporation Lahore/Pakistan (2020 Sep -2021 May)**

- Finalizing design/merchandise by category/brand/range worth (350-400 Million).
- Design men's and women's shoes including formal /casual/athleisure/ flats pumps/boots/loafers/sandals/slippers/drivers etc.
- Working with the sampling and production departments for timely range development and production.
- Sourcing In-house, local, and international designing and merchandising of complete men and women categories.
- Forecasting sales, planning, and budgeting ROI/GMROI/OTIF for all product categories weekly/monthly basis
- Working with the vendors on developing a new range of upcoming seasons.
- Extensively co-ordinate with suppliers for sourcing, marketing & Replenishment to ensure timely

introduction of new projects.

- Working with the director on the range development and product mix of categories. Introducing new molds and last shapes for upcoming trends and material sourcing.
- Market studies to analyze price, consumer, and buying patterns, predicting future trends
- In-store Visual merchandise of the product. Re-vamping the brand and consumer product

### **Chief Merchandising Officer/ Designer**

#### **KTM/ MEHMOOD GROUP Lahore/Pakistan (2020Jan-2020 Sept)**

- Local and international buying and merchandising worth **(150-250 Million)**
- Design and development, material sourcing locally and internationally.
- Vendor management/leather development. Introducing a new category segment for target-oriented sales
- Responsible for planning, organizing, monitoring, and controlling strategies for specific categories in liaison with stores, buyers, and supply chain.
- Effective delivery to meet consumer expectations while seeking to maximize bottom-line profits, stock turns, sales, and gross margins to support and enhance the brand profit, status, and equity.
- Working with international designers/Studio 6

### **Manager Merchandiser /Designer/Business developer**

#### **JULKE - (Leather Tex Group) – Lahore/Pakistan (2017Dec-2020Jan)**

- Merchandising and international buying for gents and ladies' shoes and accessories for JULKE/Leather tex worth **(200 Million)**.
- Color selection, materials selection, treatments, and components used in product designs and understanding the impact of choices on costing and overall design aesthetic.
- Managed extensively the sourcing office on pricing, tanning of leathers, and developing hardware for collection. Design and seasonal planning.
- Utilized the dead stock to create new products and get maximum profitability out of it.
- Generate sales from a new b2b venture of **(35 Million)**.
- Introduced a new Division of synthetic includes **95%-Woman** products.
- Utilizing my expertise in footwear market research for new developments and interesting details that help distinguish the product from the competitors.
- Understanding current and emerging trends, and the ability to incorporate this understanding into contemporary and market-relevant footwear designs.
- Execution of shoots. Designing and product development for international clients worth **(8 Million)**.

### **Designer (WOMENS)**

#### **Breakout (Apparel Brand) – Lahore. Pakistan (2016Aug-2017Dec)**

- Managed four seasonal design products from conception through production. Contributed to seasonal trends, themes, colors, and styling. Built collection through trend researching and material buying.
- Working from product briefs, developing designs for assigned projects in collaboration with the CEO. Handling outsourcing department for local and international suppliers worth **(800-1200 Million)**.
- Designed a range of products including (Shoes, Bags, Clothes, and Accessories **(130 million)**).
- International shoots for men, women, and kids. Worth **(130 Million)**.
- Print development and theme selection for printed shirts worth **(40 Million)**.
- Placement and designing for the complete range of women's denim Range worth **(75 Million)**.
- Local and international material outsourcing/buying /merchandising/(E-commercechannel).

### **Head Designer**

#### **(Shafi lifestyle) intern/Lahore. Pakistan 4 Months**

- Assisting manufacturing and designing of footwear products and developing hardware.
- understand customer behavior of choice and initiate innovative designs to sell.
- Showcased the footwear collection at **GARDA FAIR**
- Slow-moving stock was utilized for a better margin out of future sales.
- The collection was developed to fill the market gap between the local and international market requirements.

### **Other Experience:**

- Workshops were done with Italian designer **GIOVANNA VILLANI**.
- Worked with the **European Union**
- showcased thesis and participated at **Expo Lahore**

### **Skills Profile:**

- Product design - experience and ability to create/sketch original footwear product
- Good eye for the materials of a garment, as well as the elements that make it unique, such as color and fabric.
- Leather Dying, Pattern and design.
- Strong Visualization Abilities.
- Embroidery designing.
- Hand dying and handmade products of leather.
- Visual Merchandising.

### **Data Management & IT Skills:**

- Calculating and compiling by using MS Office, and Excel.
- Skilled in using Adobe photo-shop for multipurpose.
- E-commerce Web Development
- CAD
- Coral Draw and Illustrator

