

CONTACT

Ann Mary David



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OBJECTIVE

To utilize my expertise in menswear and women's wear fashion design, styling, and visual merchandising to craft innovative, trend-forward designs and layouts. With a focus on client satisfaction and brand development, I aim to deliver creative solutions that enhance brand identity and exceed client expectations, here I can utilize my expertise to craft innovative designs that redefine contemporary fashion. With a strong background in styling and visual storytelling, my goal is to enhance brand identity through trendsetting concepts and attention to detail. I aim to create exceptional visual displays that captivate customers and elevate the shopping experience. Passionate about tailoring bespoke styling solutions, I focus on understanding individual client needs to ensure their satisfaction and comfort. I am dedicated to driving customer engagement through creative strategies that align with brand vision and market trends, technical expertise, keen sense of aesthetics, I strive to deliver results that exceed expectations. I aim to consistently innovate and inspire through my work. My ultimate objective is to contribute to the success and growth of the company by merging creativity, functionality, and commercial appeal.

EXPERIENCE

2018 - 2022

- **Fashion Show Backstage Assistant**
JD Institute of Fashion Technology
-Wedding Fashion Week
-International Fashion Week
Miss Glam World
Luxury Expo
World Congress Fashion Show
Manish Malhotra Fashion Show
JD Institute of Fashion Technology 2019 - CURATOR

December 2020 - March 2021

- **Internship - Crew**
Druperoor Media Pvt Ltd - Karikku webseries
Internship Program:
Completed a internship program focusing on diverse aspects of retail and brand management. Key responsibilities included:
Stock Management
Logo Designing
Merchandising
Website Management

Demonstrated a keen ability to multitask, adapt to different domains, and deliver quality results within deadlines.

- **Assistant of CELEBRITY STYLIST - RASHMI MURALEEDHARAN**
CELEBRITY STYLIST RASHMI MURALEEDHARAN
FASHION STYLING & ASSISTANT (Freelancer)

Fashion designer and stylist specializing in both women wear and menswear, skilled in assisting renowned personalities. Proven expertise in working alongside with the main stylist for projects with Amrita TV, Asianet, and various ad shoots. Proficient in handling garment stitching, coordinating client meetings, and curating personalized styling solutions. Dedicated to ensuring client satisfaction and comfort as the top priority while delivering impeccable results in both design and customer relations.

Known for excellent communication, a strong work ethic, and a commitment to creating visual excellence in every project undertaken.

Jan. 2023 - Nov. 2023

- **Fashion Designer**
SAASHE BOUTIQUE - CLOTHING & DESIGNING
Conceptualized and developed innovative design ideas for seasonal menswear collections, aligning with the brand's vision and market trends.
Coordinated cross-functional teams to ensure high-quality execution of designs, ensuring customer

satisfaction through meticulous attention to detail.
Designed and sketched bespoke pieces tailored to individual customer preferences, blending creativity with functionality.
Supervised and managed the stitching unit, maintaining efficiency, quality standards, and timely production.
Oversaw end-to-end production processes, from initial design to final product delivery, ensuring excellence in craftsmanship.

Dec. 2023 - Aug. 2024

• **FASHION ADVISOR & Visual Merchandise ORGANIZER**

ETHNIX BY RAYMOND

Proficient in customer communication, ensuring prompt and accurate service to address individual needs effectively. Experienced in updating and managing visual merchandising to align with brand standards and attract customer engagement. Skilled in adhering to Standard Operating Procedures (SOPs) and achieving Key Performance Indicators (KPIs) to meet store objectives. Strong team player with a collaborative approach, fostering coordination and synergy among co-workers to enhance overall store performance.

Sep. 2024 - April 2025

• **Fashion Designer**

HARI ANAND PRIVATE

Experienced Fashion Designer and Stylist with expertise in menswear, specializing in creating stylish, tailored designs and curating exceptional customer experiences. Proficient in visual store organization, ensuring aesthetically pleasing layouts that enhance brand identity and attract clientele. Skilled in customer handling and personalized styling, consistently delivering high-quality service to meet individual preferences and market trends.

EDUCATION

2018 - 2021

• **JD Institute of Fashion Technology**

Advance Diploma in Fashion Designing

2021 - 2022

• **JD Institute of Fashion Technology**

PG Advance Diploma in Fashion Design Business Management

SKILLS

- SOFTWARE SKILLS: Knowledge of Ms Office Proficiency in Adobe Photoshop and Adobe illustrator Canva
- Excellent communication skill Coordinating client meetings Proficient in handling stitching unit Customer handling

ACHIEVEMENTS & AWARDS

- 01/08/2022 – JD Institute of fashion technology - Recognition certificate Men's Suit Collection Presented the collection "SERAPH" that is inspired by The Archangels from The Holy Bible. Represents the 4 elements of the Universe is being protected by the 7 Archangels, the elegance and pure royal looks shows the high ranked angelic beings themselves. 19/08/2022 IFWK 2022 [International Fashion Weekend Kochi] - Participation memento & certificate –Presented the collection SERAPH for Trivandrum Fashion Models Company for the event IFWK 2022 [International Fashion Weekend Kochi]

INTERESTS

- Reading
- Listening to music
- Watching Fashion Runways

ACTIVITIES

- COURSE & PROJECTS Design Process, Costume Designing, Concept Development, Fashion Forecasting, Fabric Manipulation, Garment Construction, Art and Costume appreciation, Hand Embroidery, Business plan, Visual Merchandising, Store visit, Surveys, Draping, Pattern making.

LANGUAGES

- English - Excellent - Speaking, Reading, Writing Malayalam - Excellent - Speaking, Reading, Writing Hindi - Above average - Speaking, Reading, Writing

PERSONAL DETAILS

- Place : Vytila