

# Arvind Rathore

Designer

Dynamic, confident and creative professional, with excellent communication and presentation skills. Comprehensive knowledge of global lifestyle markets trends. Strong ability to work productively with people of diverse backgrounds and all levels of management. Versatile and able to quickly adapt to new environments. Fast learner with strong work ethic and persistent commitment to organizational objectives. Disciplined, well organized, with exceptionally creative and innovative thinking.

## Personal Info

### Address

B-203, Sukit Apartment, Memnagar,  
Ahmedabad - 380052

### Phone

+91-9624000961

### E-mail

textiledesign.arvind@gmail.com

### Date of birth

1992-10-11

## Skills

Fashion	■ ■ ■ ■ ■
Textiles	■ ■ ■ ■ ■
Graphics	■ ■ ■ ■ ■
Product Development	■ ■ ■ ■ ■
Photography	■ ■ ■ ■ ■

## Software

Penelope	■ ■ ■ ■ ■
Attrezzo	■ ■ ■ ■ ■
Ned Graphics	■ ■ ■ ■ ■
Corel Draw	■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■
MS Office	■ ■ ■ ■ ■
HTML & Website Building	■ ■ ■ ■ ■

## Languages

Hindi	■ ■ ■ ■ ■
English	■ ■ ■ ■ ■

## Experience

2014 -  
2016

### Design Manager

Arvind Limited

#### Customized Design for Buyers

- To develop exclusive CAD & Apparel Collection for customers based on their seasonal requirements
- To work with Marketing KAM & NPD team, to identify & launch new products, prepare garments/sales tool, presentations for effective & relevant presentations
- To make exclusive range of relevant products from archive for customers (cross fertilization)
- To make & maintain season wise product archive which can be used for future reference and development
- To review market of key customers & preparing detailed product report, to bring relevance to customer specific presentations and to identify new products that can be offered
- To identify, initiate and develop a potential customer through dedicated efforts, presentations and meetings
- Clients - Arrow, US Polo, Splash, Indian Terrain, Lifestyle, Turtle, Benetton, Blackberrys, Siyaram

#### Collection Graphic Activity

- To finalize the colors for the season and developing the color card for the season (Shirts & Khakhis)
- To develop communication tools for all the categories of the seasonal collection
- To design layout and visual merchandising for trade fairs
- To work along with creative head in styling and photography for seasonal look book

2016 -  
present

### Design & Development Manager

Arvind Limited

#### Seasonal Collection Design and Evaluation

- To identify best sellers/best products from Seasonal Collection for Indian Brands & compile relevant information
- Based on above information, launch more products in same season, prepare garments, sales tool & record information for future reference

#### Trend Analysis - forward thinking

- To follow & study new trends in relevant product category from trend websites, magazines, trade fairs, customer visits, store visits, feedbacks & cross fertilization.
- Compile & report the trends
- Make targeted collections based on these trends - CADs, fabrics, sales tools.

#### Customized Design for Buyers

In addition to the existing responsibilities, started handling following activities:

- To identify, initiate and develop a potential customer through dedicated efforts, presentations and meetings
- To meet key customers periodically, discuss new ideas and concepts & co-create products/designs.
- Clients - Louis Philippe, Van Heusen, Peter England, Max, Reliance, Future Group, Arrow, US Polo, Splash, Indian Terrain, Parx, Park Avenue, Color Plus, Lifestyle, Turtle, Benetton, Blackberrys, Siyaram, Tommy Hilfiger, GAP, Aeropostale

#### Collection & Innovation Graphic Activity

In addition to the existing responsibilities, started handling following activities:

- Designed the logo for Arvind Innovation Lab
- To design the communication tool (end to end) for each new product that has been

launched as innovation (Bluetech / Aizome / Sprint / Superdoux / Denim Homstead etc.

## Education

2010 -  
2014

### National Institute of Fashion Technology

Bachelors in Textile Design  
CGPA - 9.2

## Awards & Achievement

- Featured in International Fashion & Textile Magazine - View 2 ( January, 2018 - edition)
- Awarded Best Academic Performer at National Institute of Fashion Technology ( Batch 2010 - 2014)
- Awarded Student of the Year at National Institute of Fashion Technology (Year 2013-14)
- Awarded the first prize in All India Denim Design Competition by Snapper Rocks in 2013.
- Lead NIFT, Bhubaneswar in Converge 2011 & Converge 2012 as Student Activity Coordinator.
- Headed Invitation & Sponsorship Committee for Fashion Spectrum 2012 & 2013.
- Elected as Student President (Overall) for the tenure of 2012-2013, and Cultural President for the tenure of 2013-2014.
- Represented the college in number of Inter – College Fashion Show competitions and won the first prize in KIIT Managenment Fest (Koloseum) in November 2012 & 2013, NISER Annual Fest in November 2012, and IMI Annual Fest in Feburary 2013.
- Won the Award for the Best Cultural Coordinator in Spectrum 2013.
- Won several Inter College Debate Competition at School Level.
- Headed the school house cabinet as House Captain (Three Years in a row)
- Secured 159 state rank in International Informatics Olympiad 2009.
- Secured 1st position in Bournvita Quiz Contest Intra – School Quiz.