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# Shubhangi Tawar

## FASHION AND APPAREL DESIGNER

I am a design professional specializing in sustainable crafts and traditional Indian textiles.

With hands-on experience in Kutchhi embroidery, block printing, and artisan collaboration,

I excel at creating contemporary apparel, accessories, and home furnishings rooted in heritage.

My entrepreneurial mindset and grassroots approach drive meaningful, craft-based design solutions.

### Experience

#### Fashion designer

#### Verozi (Chandigarh)

Working with various embroideries such as Zardozi and Chikankari, heading the sampling unit, khakhas unit and embroidery samples

#### Fashion designer cum co-ordinator

#### Design craft Somaiya Group

Co-ordinated setting up the store , visual merchandising for store developed seasonal theme for upcoming year collaborated with different artisans of ajarkh , Bandhani and weaving.

#### Graduation project

#### Kala-Raksha sumarasar kutchh

Craft research on pako and Rabari embroidery and Designed winter collection for Santa Fe folk art fair

#### Design Intern

#### SEWA (Self Employed Women's Association )

Designed the summer collection with kutchhchii embroidery

### design softwares

Adobe illustrator

Adobe photoshop

Adobe Indesign

Procreate

### Education

#### Masters in Apparel Design

National Institute of Design

2020 - 2025

#### Bachelor of Engineering

University institute of Technology

RGPV bhopal.

2015-2019

### My Skills

Garment manufacturing



Craft Research



System design



Draping and Styling



Print and pattern making



Zardozi and chikankari





## COVER LETTER

My name is Shubhangi Tawar, and I have done my Master of Design in Apparel Design from NID Gandhinagar. I am writing to express my interest in the position of Senior Designer at your esteemed organization. With a deep-rooted passion for sustainable crafts and an entrepreneurial mindset, I believe I am well-suited for this role.

Following the completion of my coursework, I deliberately chose to take on craft-based roles that align with my values. I have a strong understanding of traditional craftsmanship and am committed to preserving its essence while innovating for contemporary applications. My professional journey so far includes the development of exquisite home furnishing products such as cushion covers, as well as Indo-western garments and accessories like embroidered bags—many embellished with Kutchhi embroidery techniques.

I've had the privilege to work closely with a range of artisans in Bhuj, including Bandhani artists, Ajrakh printers, Kutchhi weavers, and embroidery artisans. At ASHA (Aid and Survival for Handicraft Artisans), our team worked on reviving traditional block printing for handloom cotton and silk sarees. During my tenure at SEWA (Self-Employed Women's Association), I engaged with Chhari Fulaay artisans, developing a collection of Indo-western women's garments showcasing Bawaliyo and Kanch embroidery.

For my graduation project, I collaborated with Kala Raksha, living and working directly with artisans to develop a collection for the Santa Fe Folk Art Festival in New Mexico. This immersive experience resulted in 40–45 unique handcrafted pieces including garments, home furnishings, and bags enriched with Pako and Rabari embroidery.

More recently, I worked with Design Craft (Somaiya Group, Mumbai), where I collaborated with artisan-designers trained at Somaiya Kala Vidyalaya. This role gave me a broader exposure to a diverse spectrum of Kutchhi crafts, and allowed me to strengthen my abilities in co-creation and grassroots innovation.

I am confident that my blend of creative vision, hands-on craft experience, and entrepreneurial spirit would make a meaningful contribution to your team.

Thank you for considering my application. I look forward to the opportunity to further discuss how I can contribute to your organization.

Warm regards,  
Shubhangi Tawar