



**NIKITA SHAH**

Textile Crafts & Fashion Design

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**WORK HISTORY**

SUSTAINABLE FASHION WEEK, New York, USA

*July 2021-present*

Operations Head & Backstage Manager

- Showcased 'Home Lies Inside'; a fashion presentation at FW 2021. Created and documented jackets out of Indian textiles for three strong American women with Indian lineage.

MEHR BABA TRUST, Punjab, India

*August 2021-October 2021*

Skill Development Workshop

- Virtual vocational training course on creative thinking and design understanding for women phulkari artisans of Punjab.
- Highlighted the importance of color, designing and composition while also creating awareness around entrepreneurship at the artisan level.

NEST, New York, USA

*November 2020-present*

NEST Expert Network

- Product development, craft design, market research consultant for craft brands like Legado, FivePventure, Collective Humanity.

MARASIM, New York, USA

*January 2020-July 2020*

Textile Crafts Research & Development

- Creative direction of textile stories, product development and chromatic of Indian crafts for American luxury brands.

ĀVE India Design Collective, New York, USA

*July 2019 – Nov 2019*

Head of Operations and Retail

- Part of the core inception team for Āve, and primary point of contact in the USA for the organization.
- Managed all operational processes of import and export including customs for garments and jewelry.
- Managed Inventory across the store for all designers and planned the retail merchandise, liaison with the team in India.
- Maintained end-to-end customer service which included sales, placing custom orders, taking client measurements, customization of bespoke garments, coordinating deliveries, quality checks, alterations and all after sale services.
- Onboarded, managed, trained and educated staff on each product category, craft detail, visual merchandising, customer service and hospitality. Enrolled new staff on the payroll and drafted offer letters and appointment letters.
- Directed advertising and social media campaigns for the store in line with the brand and various designer identity.

GAURANG, Hyderabad, India  
Head Designer

*October 2012- June 2019*

- Production management: Design development and production of textiles, sarees and outfits of over 13 clusters. Visited each cluster to ensure design and quality check and to help develop the artisans' skills to produce better.  
Worked on custom client orders, quality control and deliveries for retail flagship and tertiary stores, both physical and e-commerce.
- Textile design: Designed hand-drawn and digital artworks for saris, fabrics and outfits for weaving, embroidery, printing and surface techniques. Lead a team of over 10 artists/designers over the years to create designs in line with the designer's brief.
- Established Gaurang flagship retail stores at Bangalore, Chennai, Hyderabad, Delhi, Kolkata, New York.
- Retail, management and operations during promotional events at Gaurang flagship stores and promotional exhibitions in India, USA, South Asian and Middle Eastern countries.
- Photo-shoots: Design and execution for all Gaurang campaigns and catalogues for digital and print media.
- Fashion Shows: End-to-end event management of over twelve seasons of Lakme Fashion Week, other organization and private runway shows, textile presentations and installations in India and abroad.
- Styling and Costumes: Executive Assistant for costumes National award-winning biopic Mahanati.
- Artisan Community Building: Textile tours, mentoring a community of artisans and young students for mutual growth.

KALAM CREATIONS, Hyderabad, India  
Freelance Designer

*March 2013-July 2018*

- Designed capsule collections of saris and blouses for hand-painted kalamkari craft.
- Co-conducted kalamkari workshops at IIT, Hyderabad

M.P KHADI & VILLAGE INDUSTRIES BOARD, INDIA  
Internship

*November 2011- May 2012*

- Designed and executed two collections of saris with the artisans of Maheshwar and Bagh in Madhya Pradesh for the final semester at NIFT.

#### **TECHNICAL SKILLS, Design**

- Garment Construction: Pattern Making, Construction, Flats, Tech-packs.
- Styling: Draping sarees in traditional styles and contemporary silhouettes
- Weaving: Jamdani, Ikkat, Dobby, Jacquard
- Printing: Block printing, Screen printing, Digital printing, Natural dying.
- Surface Ornamentation: Embroidery (hand and machine), crochet, tie and dye, applique.

#### **DIGITAL SKILLS**

- Adobe Suite (Photoshop, Illustrator, Indesign, Lightroom)
- MS Office (Word, PowerPoint, Excel)

## **MANAGERIAL SKILLS**

- Communications Skills (Written and Verbal)
- Leadership
- Decision making
- Time and resource management
- Merchandising (Goods and Visual)
- Planning, strategising, negotiating and execution capabilities

## **LANGUAGES**

- English, Hindi, Gujarati, Marathi, Telugu, Spanish (beginner level)

## **EDUCATION**

FASHION INSTITUTE OF FASHION TECHNOLOGY, New York, USA Associate Degree, Fashion Design	2018-2019
NATIONAL INSTITUTE OF TECHNOLOGY, KANNUR, INDIA Bachelor of Design, Textile Design	2008-2012
SWISS TEXTILE COLLEGE, ZURICH, SWITZERLAND Student exchange program	May-June 2010

## **AWARDS AND OTHER RELEVANT ACHIEVEMENTS**

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| • Pellon Garment showcased for Macys Flower show, FIT      | 2019 |
| • 'Juxtaposition' garment showcased at AAS exhibition, FIT | 2019 |
| • Best Graduation Project Award, NIFT, Kannur              | 2012 |
| • Most Creative Collection Award, NIFT, Kannur             | 2012 |