

PERSONAL BRANDING STATEMENT

My love for fashion stems from my love for the core process to arrive at good aesthetics and creation. While the organisational and presentation skills help me stay connected with business. With fashion and business, as a combination, I aim to provide an artistic vision of a personally developed style , to the world , in the nearing future.

QUALIFICATION

Post Graduation in Fashion Design & Management

2015
2017

Area of Specialisation

Design Conceptualisation and development.
Pattern Making.

Graduation in Business Management

2012
2015

Area of Specialisation

Marketing and Market Research, forecaste report analysis.

SKILLS AND CERTIFICATIONS

Adobe Photoshop & Illustrator

Create basic sketches and illustration, excellent edits, play with the details,create exceptional mood boards, color boards and various concept boards.Photo edits for the web use, create illustrations and swatches.

Pattern Making & Garment Construction

Create master patterns, pattern grading, pattern drafting combined with drapes, master classes on the fit and The Chanel Technique from Kathmandu- Nepal.

Creative Skills & Presentation

Portfolio development, fashion book edits, create research project with detail presentation in the most creative and conceptualised form, combine various creative softwares and hand work to arrive at final presentation of a collection showcase.

INTERNSHIP EXPERIENCE

Assist Vimor, A textile research house specialising in South Indian Saris document research projects on the three popular textiles woven by their weavers.

Study the revived pieces from the master pieces of the textiles that are 100 - 150 years old and further demonstrate the revival journey to the clients and researchers in the form of creative presentation.

Assist Vimor with styling of their collection for fashion shows.

Work with the media team to help them better understand journey of Vimor required for publications.

2019



PRODUCTION INTERN- ANNA SUI, NEW YORK

Create cutting tickets , calculate cost of each garment.

Basic Pattern Making.

Meet contractors on a daily basis and source fabrics.

Source trims and accessories.

Attend the fit sessions and quickly note down fit notes.

Assist design team with line sheets during New York Fashion Week.

Edit photographs for presentation and digital marketing projects.

2018



ENGAGEMENT AND OTHER SKILLS

2017 Most Innovative collection during the Graduation collection by Amazon Fashion Week published in Times of India and Dainik Bhaskar.

2016 Opportunity to showcase collection in Mercedes Fashion Week by Beena Kannan Fashion Intensive collection- Theme - 'The Vintage'. [Forecast report analysis](#)

2016 Master Course on Design Conceptualisation at Domus Academy, Milan.

2015 Regular visits to Premier Vision, New York and WGSN meet up, India.

MARATHON
RUNNER AND
SWIMMER

AN ACTIVE
LEADER AT
SGI- NON PROFIT
ORGANISATION

FREE LANCE
DESIGN
PROJECTS

WORK EXPERIENCE- ANNA SUI, NEW YORK

MEDIA PRODUCTION ASSOCIATE - ANNA SUI, NEW YORK [Jan 2018- Nov 2018]

Intensive research on media content for website, video making, gifs etc

Assist design team with graphics and line sheets during peak time (NYFW)

Assist in E-commerce shoots,organise the looks and styles for each delivery in a collection and further edit all the pictures required for the website.

Create look books and photoshop every look focussing on the details of the garment and accessories.

Use Shopify on a daily basis to create new styles and installments for the website.

RESEARCH AND DOCUMENTATION OF TEXTILES - VIMOR, INDIA [Feb 2019- Apr 2019]

Intensive Research and documentation of textiles and saris developed for over 40 years by a reputed textile designer - Mrs. Pavithra Muddaya, Vimor, post internship. This huge research work is now available in the textile museum, Bangalore.

DESIGN CONCEPTUALISATION THROUGH PATTERNS AND DRAPES - [May 2019- Nov 2019]

A self initiated project from mastering basic pattern making skills in Kathmandu , Nepal to developing designs through Japanese technique of pattern making.

DOCUMENTARY NOW AVAILABLE ON WEBSITE

REFERENCES

1. Prof. Kunal Dutta - Pearl Academy of Fashion, Jaipur, India
E-mail : kunaldutta.kd@gmail.com
2. Jeannie Sui- Production Media Manager, Anna Sui, New York
E-mail- jeanniesui@gmail.com

SHIMONA MEHTA

www.shimona.co

 shimonamehta7@gmail.com  [shimona_mehta](https://www.instagram.com/shimona_mehta)

 +91-9008961994  [Shimona Mehta](https://www.behance.net/Shimona%20Mehta)