

# MEHAK MERANI

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## EDUCATION

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### **BBA Hons , Fashion Design Management - Textile Institute of Pakistan (2017)**

Academic Honors - On Dean's List (Fall 2014, Fall 2015, Spring 2016)

## CERTIFICATIONS

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- **Introduction to Social Media Marketing**  
Offered by Facebook (Ongoing)
- Attended one day workshop First Click

## WORK EXPERIENCE

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### **Hessa Falasi Dubai Design District, (Dubai, UAE)**

#### **Production Supervisor (Intern) – April 2021 - Present**

- Fabric selection
- Processing order sheets
- Material assortment and distribution among tailors
- Assist designer and take notes for new designs
- Monitor/ supervise production operations
- Meet time lines for deliveries

### **Artistic Garment Industries, (Karachi, Pakistan)**

#### **Product Developer - June/2017 - Dec/2019**

- Worked for H&M with product development team for approx. 50 styles each season and out of those we got quotation request of 50% styles, also handled the quotation request for & denim ladies.
- Initiated working with bestseller group, and made multiple collections for Jack n Jones and ONLY to bring the brand on board, hence selection hit rate among the collection was of more than 60%, Hence initiated with first NOOS order of 10, 000 pcs for 1 style with ONLY and 50k with Jack n Jones for their core dept however for their medium and premium range separate collections were made.
- Independently handled ONLY, made multiple collections, and received order of more than 5 styles in bulk
- For Trend team, made a capsule collection which gave us order of another 5 styles taking the total of more than 10 styles with ONLY.
- Supervised the selection of fabrics, accessories and other products for sampling.
- Taking approval for all samples eg Proto, Fit, PP and etc.
- Managed garment sampling and internal approval on behalf of the buyer along with senior manager.
- Communication with buyers and their buying agent for order procurement, Coordination with senior manager for costing and consumption working, Sample development as per buyer mood board, looks, design, style for coming season.

- Order planning, execution and follow up with vendors for timely delivery for fabric and accessories.
- Submission of sample for testing as per buyer requirement and standard.

## International Travel

- Date: 24 Nov – 25 Nov 2018 Travel to UAE for Trend/ Market Research.
- Date :27 Oct – 28 oct 2019 Attended a Business meeting with Buyer in UAE.
- Date: 21 Nov – 24 Nov 2019 Attended a business meeting in Denmark (Billund) with Buyer (Brand: ONLY Bestseller Group)

**Shehla Chatoor** (Karachi, Pakistan)

**Front Desk Executive** - (January 2015 – April 2017)

- Handle admin related task
- Greet, communicate with and welcome customers
- Attend walk-in customers
- Keep records
- System entry of walk-in customers and order details
- answering the calls
- Answer all the customers' questions and address their complaints
- maintaining the contact list of clients
- Monitor and update records and files
- Updating appointment calendars and schedule appointments/ meetings

**Artistic Garment Industries,** (Karachi, Pakistan)

**Product Development Intern** June/2017 – July/2017

**H. Nizam din and sons,** (Karachi, Pakistan)

**Intern at Inventory Department** June/2016 – July/2016

**Darul Sukoon,** (Karachi, Pakistan)

**Social Worker** June/2015 – July/2015

## KEY COMPETENCIES AND SKILLS

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- Excellent understanding of the garment design and manufacturing process; from the garment conceptualization stage, through the pattern drafting phase, to final garment assembly.
- Strong fashion and color sense with the ability to create and adapt designs to changing market conditions.
- Product Development for Apparel
- Strong understanding in denim for Women's wear and Kids wear, men's wear new product range for multiple seasons
- Fashion Merchandising.
- Fashion Forecasting.
- Good Command in MS Office: MS Word, MS Excel, MS Power Point, MS Outlook.

## AREA OF INTEREST

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- Product development
- Fashion merchandising and management
- Fashion marketing

## MAJOR PROJECTS

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1. Final year project “**scope of denim bridal wear in Pakistan**” - (2017)
2. Designed window display on theme tinder box in visual merchandising - (2016)
3. Design and executed a wall panel using different hand embroidery techniques – (2016)
4. Brand specific product design along with its marketing plan (**i.e. Denim khussa**) – (2016)
5. Designed accessories and a garment (**i.e. saree and gown**) – (2015)

## VOLUNTEERING EXPERIENCE

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- Served as a member at **Salimahabad Guiding Chapter.**
- Served as a member at **Career Development Society, Salimahabad.**

## REFERENCES

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References are available on request.