

## Curriculum Vitae



**Shabnum Perveen**  
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**OBJECTIVE:** - Intent to build a career in a leading corporate with commitment & dedication which will help me improve my efficiency and knowledge & to explore myself & utilize as per my potential and to make best use of my abilities.

**Passion:** To work & prove the challenging job forefront in whatever the field of choice.

### PROFESSIONAL EXPERIENCE

#### **1. Classic Fashion : Currently working with Classic Fashion Industrial Ltd. as a Merchandiser**

Handling Merchandising for Company own Brand i.e. MAGGIE & R2R and JONES Denim group bottom & with the regular meetings with the Design team, to ensure proper service to them. Product development is the area which I handle personally for the buyers so that the product which is being developed is production friendly and as per the requirement of the buyer.

**Roles and Responsibilities:**

- Preparing the costing under senior guidance.
- To deal with the buyer and negotiating on the delivery.
- Communicate with buyer for approval & clarification.
- Updating the chart and sending to top Management for reference.
- To carry out the samples approval activities like submitting the Proto, Fit, Size set, PP, Top sample/Mock Up for Emb, Wash/ Color approval etc
- Do the Mapping/Lap dip for all the new fabric received.
- Create, update & crosscheck ERP for Style entry & BOM (BILL OF MATERIAL).
- Prepare the PO's & MR for all import & domestic items.
- Evaluate suppliers on the basis of price, quality, service support, availability, reliability and selection.
- Conducting PPM with buyer and factory.
- Dealing with production department and planning with them for the smooth flow of production.
- Ordering Imported Trims and making sure it come with in time line.
- Follow up with account for supplier's payment.
- Updating weekly WIP and sending to buyer.
- Build strong relationship with buyer in order to have smooth communication channel.
- Followup with planning and production Div. to make sure the shipment is ready on time.

**Buyer Handling: Maggie, R2R, Jones (GV, CC, SC, BB)**

**2. L.T. Karle Group, Bangalore: Worked as Sr. Merchandiser duration May 2008 to Oct. 2011**

Worked with L.T. Karle group as a Sr. Merchandiser category handle women, Men's & Kid's wear for Europe / US market).

**Roles and Responsibilities:**

- To carry out the order executive activities effectively as per laid out procedure.
- Understand the style & communicate with buyer for any clarification.
- Prepare the breakdown chart & conversion chart destination wise.
- Prepare the order format to place the order.
- Create, update & crosscheck SAP BOM with Buyer BOM/Item list.
- Before placing the order check the stock availability with material dept.
- Submit the sample SIZE SET/QRS/WASH TEST to buyer/ buying agent as per t&a.
- Prepare the Work sheet & PO's for all import & domestic items.
- Prepare the style file as per SOP.
- Follow up with S & P dept. to know the material status.
- Co-Ordinate with Buyer for approval of sample, fabric swatch, shade card, accessories and ensure that is being issued to factory upon approval.
- Conducting PPM at factory with external QA.
- Monitoring production output as per t&a to meet on time delivery.
- Collect OCR report from factory, follow up concern dept. to ensure left out materials are analyze and used effectively.
- To ensure that ISO 9000 QMS is implemented to the department is working effectively

**Buyer Handled- Nike, Levi's, Cold Water Creek, Esprit**

**3. Pro Asia Export Contemporary Clothing Ind. Pvt Ltd: Worked as Merchandiser duration from June 2006 to April 2008**

Worked in PAE as a Merchandiser Category handle women, Men's & Kid's wear for Europe market.

**Roles and Responsibilities:**

- Follow the process starting from sampling to production to packing.
- To make production plan.
- Productions follow up with coordinating.
- Monitoring & maintaining the quality standards.
- Taking care of new development with the buyers' requirement.
- To co-ordinate with Vendor & Buyer in quality related issues & bottle necks.
- Managing Buyers requirements of photo, counter & production samples
- Final Inspection & quality of merchandise as per buyer's specification.
- Responsible for execution of orders from fabric to dispatch.
- Getting approvals from buyer till fabric to shipment.

**Buyer Handled- Wrangler, Lee, Ufo, Mark & Spencer, Stony Apparel, Fang, Hot Topic.**

## **INTERNSHIP & PROJECT COLLECTION**

**Internship (During PG Course) INTERNSHIP at Sonal Garments, Bangalore as a Junior Merchandiser for 50 Days**

### **PROJECTS At PG level:**

- Have done a market survey for launching a Brand AIRLAY (Lighter than Air), Ladies Footwear for Indian market.
- Have done a market survey at a Mall in Bangalore (Globus, Richmond road) & also did the Visual Merchandising.
- FINAL COLLECTION HELD BY FASHION SHOW-WORKED ON
- MENSWEAR – FANTASY
- KIDSWEAR- SIMPSON

## **EDUCATION**

- Done Schooling from Army Welfare Education Society @, New Delhi.
- Done Post graduation in Fashion technology (2004-06) at the Army Institute of fashion and Design, Bangalore, India.
- Awarded with the Best Academic Student award at AIFD. (2004-2006) Magadh University, Gaya.
- B.C.A Bachelor of Computer Application (2000-2003).

### **COMPUTER SOFTWARE PROFICIENCY:**

- Good in MS Office, Coral Draw, Adobe Photoshop, Reach Design Studio, Marker Making & Digitizing (Gerber Software), SAP(A.F.S) & ERP.

### **ADDITIONAL QUALIFICATION**

- Short-term course on Inter-personal effectiveness from IIT Kharagpur, India
- Attended short term courses on surface printing- Batik, Block printing, Screen-printing and Tie and dye at Karnataka Handloom Development Center, Bangalore, India.
- Attended Embroidery and other ornamentation Courses from Madhura Coats.
- Attended surface development courses on fabrics from Camlin India Ltd.

### **EXTRACURRICULAR ACTIVITIES**

- Attended 3 days International Conference on Design at NID Ahmedabad, Gujarat, India in the year 2005.
- Attended 2 days Conference for Retail Association India, Bangalore in the year 2006.
- Participated in many Fashion shows including Prasad Bidappa shows.

### **LINGUISTIC ABILITIES**

- English, Urdu & Hindi (Read, Write & Speak)

### **PERSONAL DETAILS**

- Father Name : Mohamed Amanullah
- Date of Birth : 3rd Feb 1987
- Nationality : Indian
- Passport no : H7264446
- Marital Status : Single

### **DECLARATION**

I, Shabnum Perveen, hereby declare that all the information given above are true and correct to the best of my knowledge and belief.

Can provide reference if needed.

Date:

Shabnum Perveen