

### GOOD DESIGN IS LESS DESIGN

When there is no room for uncool stuff, then there's only room for awesomeness

### SAYAL.P.ELIAS

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Dear Sir.

It is with great expectancy that I present my resume to you to work in your organization. Pursued Masters in Fashion Trend Forecasting in Polimoda, Italy and Bachelors in Fashion Design from Pearl Academy Of Fashion. I am confident in my ability to become a constructive and effective member of your phalanx.

Having gained experience as a Designer for 12 years, and an intensive study of fashion Trend Forecasting for one year followed by a Trend Analysis Project for Trend Stop in Pitti Immagine Uomo, Firenze and Trend Analysis Project for Trend Stop in Pure London, London. I have acquired good knowledge in designing, and Forecasting. The enclosed resume will highlight my career accomplishments and substantiate my creative and leadership qualities.

In Addition to my professional experience, i also have some personal qualities. I take pride and ownership of what ever thing i do in my life. I always search for new opportunities and challenges to prove myself and strive to deliver an effective, focused work.

I hope this covering letter with my enclosed C.V gives you a succinct insight into my skills and level of understanding about Fashion, which I believe would be beneficial for your organization. I look forward to hear from you regarding my application.

Thanks for your time and consideration

Sincerely

Sayal . P . Elias

## Who I am

Name Sayal P Elias

Permanent Address Pulicamattathil House

> Arakkunnam PO Ernakulam Dist Kerala - 682313

Mobile (+91) 7026625157

sayalelias@gmail.com Email

## What I'm Good at

Photoshop

Illustrator

Indesign ---

Coraldraw 

Adobe Premiere 

Microsoft Office 

# How Lam Professional

Timekeeping

Team Player

Communication

# How I'm Personal

Music Geek A good Cook Sportsman

# What I' ve Studied

PEARL ACADEMY OF FASHION - CHENNAI

2006 - 2010

BAHONS IN FASHION DESIGN - Affli to Nottingham Trent University, London

Learning in depth design & design concept in woven and applying them through pattern making & construction process. Also develops a holistic perspective of complete product d evelopment process right from concept to consume r.

2012 - 2013

### POLIMODA INTERNATIONAL SCHOOL OF DESIGN AND MARKETING **ITALY**

#### MASTER'S IN TREND FORECASTING

Indepth knowledge of forecasting a trend, anal aysing the market and other socio cultural aspects. Understanding a brand and mapping the trend for the brand.

# Where I've Worked

#### **VOI JEANS**

Design Manager - Wovens & Knits

Brand DNA Development

Range - Assortment plan season wise

Range development Creatives for the Brand

APRII 2019 - NOV 2019

NOV 2019 - PRESENT

#### **MYNTRA**

Design Manager - Wovens & Knits

KRA includes by proposing & present seasonal concept and trends. collection from the initial inspiration until the collection presentation that included the product d evelopment of the pro totypes and product innovation for all categories.

NOV 2014 - APRIL 2019

#### **VANHEUSEN SPORT - ADITYA BIRLA RETAIL AND FASHION**

Assit Designer-Outerwear & Knits(4-Season) / Currently Trouser& Blazer-Mens wear

As a Designer in VANHEUSEN SPOR, I handle Knits wear and outer wear by proposing & present seasonal concept and trends. Manage the entire collection from the initial inspiration until the collection presentation that included the product d evelopment of the pro-totypes and product innovation of category handled. I have been Handling Trouser and Blazer

OCT 2013 - N OV 2014

#### **ARVIND - MEGAMART**

Assit Designer - Wovens & Knits - Mens wear

Responsible for driving the overall Design & Product D evelopment of RUGGERSYOUNG under Mens wear line. Was handling Shirt, trouser, tshirt and outer wear. In-depth knowledge in Sourcing. Key learning was to draw a local trend for the brand and to map the products.

### **DERBY JEANS COMMUNITY**

NOV 2010 - MAR2012

Designer - Shirts & Trouser - Mens wear

Handling Shirts for Men's Wear Design & Product D evelopment for seasons Experience in the areas such as Trends forecasting.

# Projects Undertaken

POLIMODAInternational Institute of Fashion Designing and Marketing Trend Forecasting for Stella Mccartn ey & Adidas (Sports wear) Trend Project: BIOMIMICRY

Developed a forecasting s tory for Stella Mccartn ey & Adidas by understanding the brand and its ideolog y. Four project proposal concepts was approved and presented the same to Adidas team.

#### **PUMA**

### Product Proposal (Lifestyle & Cricket)

Designed a range for the brand with graphic direction for their Lifestyle and cricket line. The lifestyle range and done for paraolympians, with wide range of graphic and detailing.

# Language Knowledge









## **Hobbies & Interests**













## Career Achievements

- Blazer and Trouser Category has seen tremendos growth for business. Implemented few competitive products with sharp MRP.
- VANHEUSEN POWER GREEN Proposed Concept
- Revamped the whole branding for Van heusen Sport.
- 15 % growth in Knits Category previous year.
- Trade Show Number for Blazer 2018

4000 PCS to 20,000 PCS

# Internship

### TREND UNION -FRANCE

Jan 13 - Jun 13

Attended one week Workshop

### TRENDSTOP-LONDON

Sep 2012

Analysis, Trend Forecasts, Trends, Street Fashion Trends.

#### **TRENDSTOP**

Trend Analysis Report on Pitti Imaagine-82, Jun - 12

Italy

## References

### Mr Kunal Dass

Group Manager

VanHeusen

Aditya Birla Fashion & Retail

Bangalore - 560048

Mobile: (+91) 9743999848

Relationship: Reporting Manager

### Mr Sai Krishnan

Head Design

Solly Jeans

Aditya Birla Fashion & Retail

Mobile: (+91) 9164113400

Relationship: Worked With him at Derby Jeans Community

### Claudia Del Re

Professor

Polimoda ,ltaly

Via Curtatone, 1

Firenze, Italy



