AASTHA

Fashion Styling | Trend Research | Visual Curation
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Professional Summary

Fashion stylist and trend researcher experienced in translating Indian and global trends into complete, wearable looks across Indian ethnic, Indo-Western, and Western fashion. Skilled in seasonal trend forecasting, moodboard development, occasion- and body-shape-led outfit curation, and styling copywriting, with hands-on experience structuring fashion datasets and reviewing visual accuracy for AI-driven styling workflows.

Experience

Junior Stylist | STYLZ *Jun 2026 – Present*

- Researched 100+ Indian and global fashion trends across menswear and womenswear, classifying trends by intensity, relevance, and market direction to inform styling and creative decisions.
- Developed 100+ trend moodboards and research reports, translating emerging fashion movements into structured visual references for seasonal and occasion-led styling direction.
- Executed 25+ end-to-end styling concepts and celebrity look recreations, applying close visual analysis, garment identification, and styling accuracy across silhouettes, fabrics, layers, footwear, and accessories.
- Conducted structured competitive benchmarking across multiple brands, documenting aesthetic positioning, design direction, and emerging market trends to guide fashion curation.
- Developed fashion and cultural narratives exploring Indian artifacts and traditions, connecting cultural research with contemporary fashion storytelling.

Styling Intern | STYLZ *Dec 2025 – May 2026*

- Structured and tagged 10,000+ fashion dataset entries by occasion, category, colour, season, and style to train AI styling models, while reviewing AI-generated outputs for garment accuracy and visual consistency.
- Curated complete, wearable looks (apparel, layers, footwear, and accessories) with styling notes tailored to diverse body shapes across 6 occasion-led edits: travel, vacation, Indian festivities, casualwear, formalwear, and semi-formal dressing.
- Authored fashion articles, blogs, and concise styling copy for the official website and mobile application, guiding users on how to style looks, pair pieces, and dress for specific occasions.
- Designed supporting article covers and visual assets using manual and AI-assisted tools, combining visual storytelling with consistent digital content production.

Fashion Consultant | NO CAP Creative *Aug 2024 – Nov 2024*

- Developed trend research, apparel concepts, and campaign content to strengthen visual brand communication.
- Collaborated with the creative team to style photoshoots and execute campaign visuals.

Streetwear Merchandise & Print Designer | Bisceglie.in *Jul 2024*

- Designed 10+ apparel and print concepts for oversized T-shirts, hoodies, and tracksuits aligned with the brand's streetwear direction.
- Conducted streetwear trend research and guided material selection and garment design development.

Graphic & Apparel Design Intern | NO CAP Creative *May 2024 – Jul 2024*

- Created apparel graphics and campaign visuals aligned with client briefs and brand aesthetics.
- Executed trend research and collaborated on apparel design and creative development.

Education

Chandigarh University *Aug 2022 – Jul 2025*
Bachelor of Science in Fashion Design CGPA: 7.5/10

Skills

Styling & Research: Seasonal Trend Research, Trend Forecasting, Trend Categorization & Tagging, Moodboard Development, Complete Outfit Curation (Indian Ethnic, Indo-Western, Western), Occasion & Body-Shape Styling, Competitive Benchmarking, Fashion Content & Styling Copywriting, Apparel Design

Tools & Fashion Tech: Adobe Photoshop, Adobe Illustrator, Adobe Express, Canva, Procreate, CLO 3D, AI-Assisted Visual Creation, AI Fashion Dataset Curation & Visual QA

Certifications

Illustrator for Fashion Design *Nov 2024*
Adobe Illustrator, CAD Flats, and Garment Detailing

CLO 3D Certification *Sep 2024*
3D Garment Visualization, Virtual Sampling, and Rendering