Aastha

Fashion Designer — Stylist

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PROFESSIONAL SUMMARY

Fashion Designer and Stylist specializing in trend forecasting, styling, and visual storytelling across Indian and global menswear and womenswear. Experienced in researching 100+ fashion trends, developing 100+ trend moodboards and reports, and translating market intelligence into actionable styling concepts. Combines competitive benchmarking, fashion content development, and AI-assisted creative workflows to support trend direction and brand-relevant decision-making.

EXPERIENCE

Junior Stylist | *STYLZ* **Jun 2026 – Present**

- Researched 100+ Indian and global fashion trends across menswear and womenswear, categorizing trends by intensity, relevance, and market direction.
- Developed 100+ trend moodboards and reports translating fashion intelligence into visual references to support styling and trend-direction decisions.
- Created structured competitive benchmarking reports comparing multiple brands to identify positioning, aesthetic direction, and emerging market trends.
- Developed and executed approximately 10–30 styling looks and concepts, including celebrity recreations requiring close attention to visual accuracy and styling details.
- Produced fashion research and cultural narratives exploring Indian artifacts, traditions, and their contemporary relevance to fashion.

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

- Developed 10+ apparel design and print concepts across oversized T-shirts, hoodies, and tracksuits, aligned with contemporary streetwear trends.
- Applied trend research, material selection, and print development to translate brand aesthetics into wearable merchandise concepts.

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

- Contributed to 2-5 creative projects spanning brand communication, fashion research, and visual content development.
- Supported photoshoot styling, campaign content, and creative execution to maintain consistency with brand aesthetics.

EDUCATION

Chandigarh University – 7.5 CGPA **Aug 2022 – Jul 2025**

Bachelor of Science in Fashion & Design *Mohali, Punjab*

INTERNSHIP

Styling Intern | *STYLZ* **Dec 2025 – May 2026**

- Organized 10,000+ fashion dataset entries for AI training and structured styling references.
- Authored fashion styling articles and blogs for the official website and mobile application, designing supporting covers through manual and AI-assisted methods.
- Curated occasion- and body-shape-based outfits across travel, vacation, Indian festivities, casualwear, formalwear, and semi-formal dressing.

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

- Developed apparel graphics, print concepts, and campaign assets for branding and creative projects.
- Conducted trend research and translated fashion insights into apparel concepts aligned with project briefs and contemporary aesthetics.
- Collaborated with creative and marketing teams on photoshoot concepts, styling, and campaign content.

PROJECTS

Office Siren | *Styling Project* **Oct 2025**

– Developed a women's partywear concept inspired by the Iridescent Arbor theme, including styling direction, moodboards, and garment development.

– Created a prototype demonstrating garment construction, concept development, and visual storytelling.

Iridescent Arbor | *Summer Collection* **Sep 2023**

– Designed a women's summer/resortwear collection using soft pastels, fluid silhouettes, and textural contrasts inspired by nature.

– Developed moodboards, color stories, print motifs, technical sketches, and a garment prototype.

CERTIFICATIONS

Illustrator for Fashion Design | *Adobe Illustrator & CAD* **Nov 2024**

– Developed skills in fashion CAD, technical flats, garment detailing, layouts, and apparel illustration.

CLO 3D Certification | *3D Garment Visualization* **Sep 2024**

– Developed skills in digital garment creation, pattern manipulation, fabric simulation, 3D fitting, and rendering.

KEY SKILLS

- Styling Concept Development
- Seasonal Trend Research
- Indian & Global Trend Analysis
- Trend Reporting & Moodboards
- Celebrity Styling & Recreation
- Occasion & Body Shape-Based Styling
- Competitive Benchmarking
- Creative Direction
- Fashion Content Ideation
- Fashion Article & Blog Writing
- Indian Fashion & Cultural Research
- Fashion Illustration & Rendering
- Adobe Illustrator & Photoshop
- CLO 3D