



Ashutosh Kukreja

BA (Hons) Fashion with Professional Placement Graduate from Kingston University

📍 London, UK

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Languages

English

French

About

Proficient, passionate and creative Fashion professional, with a BA (Hons) in Fashion with Professional Placement from Kingston University, seeking opportunities in the fashion industry. Equipped with wide industry experience and a diverse skillset, ranging from research and sketching to spec-packs, production and presentation. Adept in Adobe Photoshop and Illustrator, as well as Microsoft Word, Excel, Power-Point and Outlook. Possessing an intuitive eye for design and detail, and an aptitude across RTW, bags, accessories and artisanal pieces, while implementing sustainable practices.

BRANDS WORKED WITH

Reiss

Dragana Perisic

Arlettie Paris

Cimone

Berthold

Suzie Turner Couture

London Runway Mag

DHENZE LIMITED

Experience



● Sales Associate

Reiss | Oct 2023 -

- Achieving and often exceeding sales targets and KPIs. Analysing performance reports, sales data and other Reiss resources with insights into customer preferences and product information, allowing me to address customer queries independently and efficiently.
- Engaging with customers on the womenswear/menswear shop floor, providing a high level of customer service and personal styling, including recommending suitable pieces, styling outfits, shopping for and presenting relevant options, resulting in positive feedback.
- Maintaining presentation standards; steaming and folding clothes as guided. Unpacking, organising and tagging deliveries and maintaining optimal stock levels on the shop floor by replenishing items as needed.



● Studio and Production Assistant

Dragana Perisic | May 2023 - Jul 2023

- Research, sketching, design development, draping/stand-work, tracing/chalking patterns on fabric, cutting fabrics, preparing production packages, cutting leather elements in professional workshops, constructing garments, bags and accessories (machine and hand-sewing), creating bespoke artisanal pieces, costing garments, creating social media content, pitching design/marketing ideas and upcycling items.
- Guiding and managing interns, sourcing trims and supplies, organizing the studio space.
- Engaging with and assisting customers, styling/dressing clients, performing client fittings, processing transactions via Zettle, logging item purchases, performing quality control and visual merchandising display pieces.

● Fashion Assistant

Arlettie Paris | Nov 2022 - Mar 2023

- Working with various luxury brands such as Bottega Veneta, Alexander McQueen, Ralph & Russo among others, and their respective clientele, at weekly Private/Public Sample Sales.
- Organizing, arranging and visual merchandising shoes, bags, SLGs, jewellery, eyewear, menswear and womenswear products, whilst communicating with different teams and managers; and setting up/packing up stock.
- Assisting and engaging with multiple customers simultaneously with product enquiries and sourcing specific items swiftly during busy periods. Advising and supporting customers with selecting/styling items, and recommending options which were well received.



● Fashion/ Studio Intern

Cimone | Jun 2021 - Aug 2021



- Organizing and tracing patterns, researching and compiling data in digestible formats.
- Retouching images on Adobe Photoshop.
- Sourcing products and performing quality control on launch pieces.

● Fashion Intern

Berthold | Mar 2021 - Jun 2021

- Upcycling garments for the ongoing collection - entailing research, design development (through drawing and collage), making patterns, cutting fabrics (jersey, wovens), sourcing haberdashery, constructing garments and bags (toiling, machine and hand sewing), pitching ideas and creating tech drawings for spec packs.
- Practicing techniques such as quilting, rubber dipping, along others.
- Assisting visiting stylists with loans requests, processing returns, as well as carrying out quality control on returned samples.

● Embroidery and Embellishment intern

Suzie Turner Couture | Nov 2020 - Feb 2021

- Practicing bespoke couture techniques such as beading, embellishment, hand embroidery, appliqué along others.
- Manipulating and cross-stitching horsehair braid to create understructures.
- Generating ideas, developing and creating samples and contributing to design/construction discussions for current/future projects.

● Fashion Writer

London Runway Mag | May 2019 - Sep 2019

- Reporting to the Editor of the Magazine
- Producing articles published in monthly issues of the magazine – entailing research and subsequent analysis
- Completing a week of producing daily short news-pieces for London Runway's website – entailing research for content and images and creating the post on Wordpress

● Fashion Studio Intern

DHENZE LIMITED | May 2019 - Jul 2019

- Working in the studio as part of a team; reporting to the Creative Director
- Cutting a variety of fabrics, including cork, leather, PVC along others; tracing patterns, sewing, and organizing fabrics – Helping in creating the sample garments of Dhenze's Kollektion 05
- Helping with transporting the garments and dressing models as part of the backstage team.

Education & Training

2018 - 2022

● Kingston University

Bachelor of Arts - BA,