



Alankrita Goyal

Fashion | Design | Textile science | Size Inclusivity | Body Positivity | RTW Designer

📍 London, UK

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Languages

English (Fluent)

Hindi (Fluent)

Bengali (Native)

About

I am an enthusiastic and proactive designer with a strong focus on consumer-centric, inclusive fashion designing that caters to the current generation. My passion lies in empowering individuals by merging style and functionality, providing clothing that boosts confidence and comfort. I believe in redefining traditional beauty standards and offering fashion choices that embrace diversity.

With a solid background in textile & fashion design and a keen understanding of garment construction, I possess the skills to transform concepts into exceptional, high-quality products. Proficient in CAD software like Photoshop, Adobe Illustrator, and InDesign, I bring my ideas to life with precision and creativity.

Collaboration and effective communication are at the core of my work ethic. I thrive in team environments, valuing different perspectives while contributing my own. As a strong problem solver, I constantly seek innovative solutions and push the boundaries of design. I am committed to staying current with industry trends and am therefore focused on adapting, learning new skills, and attaining the knowledge needed to excel in my career.

BRANDS WORKED WITH

Biome

Central - Future Lifestyle Fashion Limited

EUDON CHOI LTD

Inditex

Ravintage

Experience



● Sales Associate

Inditex | Jun 2023 -

- A customer focused sales associate with detailed attention on managing the shop floor according to best practiced guidelines.
- Looking after the operations in the kids-wear department including deliveries, stockroom-inventory and visual merchandising.
- Coordinating requests and operating the tills, being exposed to customer queries constantly.

● Design Intern

EUDON CHOI LTD | Apr 2022 - Jun 2022

The role involved assisting the head designer with concept research and design exploration for resort collection 2023. Furthermore, helping the head pattern cutter with production patterns and toiling samples was a key role in this internship. The responsibility also involved assisting in cataloging sample files and assisting with purchase orders for the production team.

● Intern

Biome | Dec 2018 - Apr 2019

Assisted on various projects during the Internship. This included working with organic textiles to explore various tie dye techniques for consumer use, conducting workshops and events, experimenting the outcome of colours and shades using natural dyes, etc.

● Creative Head: Design and Production

Ravintage | Aug 2018 - Jan 2021

Ravintage is a home grown mother-daughter led brand. Its USP lies in comfortable and sustainable choices of materials with fresh and elegant designs. The focus and attention to detail has been elaborate when it comes to size inclusive designing as promoting body positivity has always been an important aspect of this brand.

My role included, overlooking the design and production part of the business. Designing, sourcing and sampling being the major pointers i was tasked with.

- **Visual Merchandising Intern**

Central - Future Lifestyle Fashion Limited | Apr 2018 - May 2018

Key role was to look after the wholistic presentation of the store. Oversaw the VM, ensuring organised and eye catching product display of all the brand counters styled mannequins according to store offers and brief. Assisted with weekly window displays.

Education & Training

2021 - 2023 ● **Istituto Marangoni**

Master's degree,

2015 - 2018 ● **Jadavpur University, Kolkata**

Bachelor of Science - BS,

2013 - 2015 ● **Sushila Birla Girls' School**

AISSCE,