

INDU BABY GEORGE

Place &
Date of Birth : India, 31.07.1988
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EDUCATION

- 2014 February - December** **Domus Academy, Milano**
Master's in Fashion Management
- 2006 July - 2010 May** **Pearl Academy of Fashion [PAF], Chennai, India - Affiliated to Nottingham Trend University [UK].**
4 Years graduation programme BA Honours in Fashion Design & Technology.

SUMMARY

Fashion professional who can integrate design and management skills in a given platform with an ability to research, analyse and comprehend while working in a team and individually. Competent in strategy development and visualization.

WORKSHOPS - DOMUS ACADEMY

- 2014 March - 2014 April** **Brand -SLOWEAR , Project Title - Product Management**
- Developing an accessory collection with a story in relation to the *Made in Italy* aspect synchronising brand DNA , target customer and trend analysis.
- 2014 May** **Brand -STONEISLAND , Project Title - Fashion Brand**
- Conceptualising an *omni channel strategy and visualise the SPACE* of the brand in a new market - *Los Angeles* by researching and analysing the perspectives of target market.
- 2014 June** **Store - ANTONIOLI, Project Title - Fashion Buying**
- Identification of *emerging designers from Italy and France* to merge into *Antonioli's brand portfolio* and recommendations to *optimise online communication in Antonioli from a buyer's perspective.*
- 2014 July** **Company - BONAVERI, Project Title - Communication & Events**
- *Communicate and conceptualise their new store merchandise* to enhance the brand image and plan an *opening event* to communicate the enhanced image.

INTERNSHIP - DOMUS ACADEMY

2014 September - November

Label - Maria Calderara, Studio-Milan

- Working on the brochures, labels and assisting in the showroom during the sales campaign for SS15 .

WORK EXPERIENCE - DESIGNER

2012 October - 2013 January

Assistant Designer for G.VENKAT RAM'S
CALENDER 2013 , Chennai, India

- Being an integral part in the *making of garments, accessories, creating the looks* and assisting in the photoshoot for a *collection of 14 garments* in G.VENKAT RAM'S yearly calendar *based on the bird and insect life in forests*.

2012 February - 2012 March

Assistant Stylist for MEDIMIX - CHOLAYIL [Print AD], Chennai, India

- *Developing a look* for the print ad and *sourcing garments and accessories* to accomplish the look

2011 November - 2012 January

Assistant Stylist for URBAN TOUCH [Look book], Menswear Brand

- Styling [*Conceptualization and Creation of a look* with the usage of styles within the brand for the season – SS2012].

2011 May - 2011 August

Junior Designer

Uniform Project, UNITED WEAVES , Coimbatore , India

- *Design development, Graphic development and sampling* [Creation and *development of a range of uniforms* for the company's employees *understanding the aspect of feasibility* in their working environment].

2010 September - 2011 March

Junior Designer

SPRING GREEN STUDIO , Chennai , India

- Design and Graphic development [Forecast & trend analysis, development of styles & presentation of range for inhouse brand and brands like PLF, Design Classics, development of tech packs for approved designs and sampling].

COMPUTER SKILLS

Adobe Photoshop , In-design & Illustrator , CorelDraw - Good

LANGUAGE SKILLS

Speaking , Writing & Comprehension : English & Hindi

Beginner : Italian

REFERENCES Available on request

"I hereby give authorization to use of my personal data in compliance with the Italian Legislative Decree on privacy n. 196/2003."