



# RAJIV BAJAJ

DGM DESIGN - HEAD OF CLASSICS

## PRÉCIS

A Highly Skilled & Creative Menswear Design Expert, with nearly a decade of Industry Experience across Premium Retail Brands, E-Commerce & Exports / Manufacturing. Wide ranging expertise in Design & Product Development across categories like Apparel, Accessories & Footwear. My biggest strength is translating trends into creative and commercial designs, which are appropriate for a brand's target group. I have experience in all aspects of the Design Process, starting from research up to presenting the final product to the customers & everything in between. My curious nature and passion for traveling inspires me to create strong designs, while being part of a team but also as the team leader. Through my years of experience, I've also developed a critical eye and a strong sense of strategy, planning and pricing. I am looking to secure a foothold with a strong brand to bring immediate & long-term strategic value.

## EXPERIENCE: 10 YRS 6 MTHS

DGM - Design, Head of Classics

March 2015 - Present

COLORPLUS FASHIONS LTD. Mumbai

Launched in 1993, ColorPlus has created a niche in the Men's ready to wear market in India by pioneering smart casual clothing for men & changed the way he ever dressed.

The core of the Brand's success has been its products with clear focus on COLOR, COMFORT & CRAFTSMANSHIP. Its innovations include Wrinkle Free Chinos, Wrinkle Free Linen, Stain Free Shirts & many more such product enhancements. ColorPlus today is a complete lifestyle brand complementing every facet of a man's personality, be it at work, leisure or those special moments giving every reason to be the preferred brand to the up market, trend-savvy, sophisticated & discerning Indian man.

Complete responsibility for the Design Strategy & Concept Creation for the Brand's entire Classic Line in line with Market Trends, Buyer Behavior & Brand's DNA.

- Leading the creative Inspiration, Innovation, Fabrics & Collection Development with an 8 member team & handling worth 92% of ColorPlus overall business.
- Improving & constantly re-checking the Brand's Design Strategy in line with keeping the legacy alive while still infusing the new spirit through new Lines & Fits.
- Analyzing category strengths, weaknesses, opportunities and threats viz.-a-viz. competition & assessing new opportunities.

📍 Mumbai India

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ADOBE ILLUSTRATOR &  
PHOTOSHOP, COREL DRAW &  
PHOTOPAINT

MICROSOFT OFFICE

## KEY COMPETENCIES

### FUNCTIONAL

- Design strategy as per brand's DNA
- Design & innovation with a keen eye for detail & quality
- Forecasting & trend spotting
- Strong understanding of consumer buying behavior & product preferences
- Connecting creativity with commercial values
- Negotiation, buying & merchandising
- Entrepreneurial skills & love for start – ups

### BEHAVIORAL

- Self - Motivated & Energetic
- Systematic, Methodical & Task-focused
- Adaptable & Tenacious
- People's Person

- Product Research through travel to International & National apparel, fashion and textile trade fairs such as CHIC, PITTÌ UOMO to explore and identify new ideas, trends and products.
- Expertise in handling both Woven { Casual & Formal Shirts, Shorts, Chinos, Formal Trousers, Casual ( Garment Dyed Cottons, Quilted, Nylon & Leather ) & Structured Jackets etc } & Knits { Circulars ( Chest Prints, Polo & Henley ) & Flats ( Cotton & Wool ) }.
- Research and Collaborate with national & international fabric mills/vendors to stay on top of fabric trends to develop new fabric and techniques in both woven & knits categories.
- Playing a vital role in price negotiations with vendors & overseeing merchandise adherence to quality norms to increase the product sell through & achieving a lower return rates.
- Partial responsibility for achieving the MF along with Sourcing & Planning.
- To ensure that Open-to-Buy (OTB) and Supply is managed in line with forecasts and planned delivery requirements.
- Range Planning, Forecasting, Trend Spotting & Determining the Merchandise Mix.
- Briefing & Directing the team on category plans for the season.
- Season's specific Color & Silhouette planning.
- Fabric selection & Development as per seasonal needs.
- Development of prints, embroideries and labels, metal trims, tags, packaging concepts etc.
- Continuous FIT STUDY & REVIEW.
- Relegating the complete seasonal range to the sourcing department as per the timeline and overseeing production.
- Key role in casting & styling of models for the website during the monthly photo shoots / ad campaigns.
- Mentoring manage the job profile's of the team as per their responsibilities.

**Assistant Vice President / Head Product Design & Development – Menswear – Apparel & Accessories**

**Aug 2011 - Feb 2015**

[ZOVI.COM](http://ZOVI.COM), [Robemall](http://Robemall) Apparels Pvt. Ltd. [Gurgaon](http://Gurgaon)

A lifestyle brand which is exclusively available online. It brings premium apparel & accessories designed with top-notch components across men, women & Kids categories. By not having to deal with the inefficiencies that exist in an offline retail environment and by leveraging the reach of the internet, it aims to bring a unique perspective to apparel shopping in India.

Spearheading the overall Design, Product Development & Buying of ZOVI's Menswear in line with market trends, buyer behavior & brand's USP of offering a strong PRODUCT / PRICE proposition.

- Leading an 8 member team ( 4 Designers, 3 Graphic Designer & 1 Product Developer ) & handling worth 78% of ZOVI's overall business.
- Complete line development right from concept to consumer for both APPAREL & ACCESSORIES.
- Working in a startup environment & Developing Entrepreneurial Skills & aptitude to execute independently.
- Expertise in handling both Woven { Casual & Formal Shirts, Shorts, Chinos, Cargoes, Formal Trousers, Casual ( Garment Dyed Cottons, Quilted, Nylon & Faux Leather ) & Structured Jackets etc } & Knits { Circulars ( Chest Prints, Polo & Henley ) & Flats ( Cotton & Wool ) } .
- Strong passion for DENIMS, Working directly with denim factories in India & abroad ( Bangladesh, China & Jordan ) to design & develop new products, washes, trims / accessories & fits that comply with the targeted price points & brands target group.
- Analyzing category strengths, weaknesses, opportunities and threats viz.-a-viz. competition & assessing new opportunities.

- Developing a successful separate price sensitive product line called “ ZIVI EDGE “ to enhance visitor / conversion ratio.
- Playing a vital role in price negotiations with vendors & overseeing merchandise adherence to quality norms to increase the product sell through & achieving a lower return rates.
- Partial responsibility for achieving the MF along with sourcing & planning teams.
- To ensure that Open-to-Buy (OTB) and supply is managed in line with forecasts and planned delivery requirements.
- Range planning, forecasting, trend spotting & determining the merchandise mix.
- Briefing & directing the team on category plans for the season.
- Season's specific color & silhouette planning.
- Fabric selection & development as per seasonal needs.
- Development of prints, embroideries and labels, metal trims, tags, packaging concepts etc.
- Continuous FIT STUDY & REVIEW.
- Relegating the complete seasonal range to the sourcing department as per the timeline and overseeing production.
- Key role in casting & styling of models for the website during the monthly photo shoots / ad campaigns.
- Mentoring manage the job profile's of the team as per their responsibilities.
- Developing & managing effectively standard operating procedures for Licensees like MARVEL ( IRON MAN, SPIDER MAN, AVENGERS etc. ) & DISNEY to ensure a sizable revenue from character merchandising.

#### **Assistant Product Manager – Menswear – Apparel & Accessories**

**Jan 2011 - Aug 2011**

##### **UNITED COLORS OF BENETTON, Gurgaon**

Today, the Benetton Group is present in 120 countries around the world with its core business being fashion apparel. A group with a strong Italian character whose style, quality and passion are clearly seen in its brands.

Complete responsibility for Design & Product Development of BENETTON (INDIA INSERTIONS – APPAREL & ACCESSORIES) in line with Company Strategy, Global Trends and Buyer Behavior.

- Evaluating and analyzing the BENETTON global offerings, finding gaps & creating plan for indigenous designs and offering.
- Traveling to head office in ITALY (Ponzano Veneto) for the seasonal GLOBAL RANGE selection.
- Product Research through travel to international and national apparel, fashion and textile trade fairs to explore and identify new ideas , trends and products.
- Periodic market survey for identification of new fashion trends & seasonal line plan.
- Competition market study, review, feedback and action plan for the same on regular intervals.
- Trend interpretation and application; creation of mood boards.
- Season's specific color & silhouette planning.
- Fabric selection & development as per seasonal needs.
- Development of extremely intricate graphics & embroidery artworks, working closely with external freelance graphic designers.
- Key role in PROTO FIT COMMENTS & FIT DEVELOPMENT.
- Traveling to factories across India for development and execution of product.
- Seasonal sample range presentation to buying / sales team & management.
- Designing catalogues / range books for each season with specifications.
- Complete Responsibility for VISUAL MERCHANDISING during the seasonal road shows.
- Regular interaction with the franchisees to understand their requirements and hence build a product range around that to achieve better full price sales.
- Creating new categories which are earlier not present in the system, but augment well with the nature of business and organization, hence increasing the

company's overall product portfolio and business.

### Senior Designer – Mens & Boys Apparel

Sep 2007 - Jan 2011

#### SABS EXPORTS, Noida

Established in the year 1996, SABS EXPORTS is reckoned as one of the premium ready made garments manufacturer and exporter offering a wide and exclusive range of CIRCULAR KNITS, FLAT KNITS and WOVEN garments for MEN & KIDS.

Complete responsibility for Product Design & Development, Presentations, Salesman Sampling & Managing Pre - Production Processes for SABS EXPORTS in line with Company Strategy, International Trends and Buyer Behavior.

- Leading a team of 3 member team ( 2 Designers & 1 Product Developer ).
- Handling independently prestigious Buyers like : Mc GREGOR, ESPRIT (Men, Women & Youth Boys), S.OLIVER, LA MARTINA, BRAX (Men & Women), MARCO POLO, KITARO, CAMPUS, SIGNUM, BUGATTI.
- Analyzing trends by attending trade fairs, websites (WGSN), magazines (UOMO COLLEZIONI) & shopping.
- Season's specific color & silhouette planning & creation of trend / mood boards.
- Creating sketches, technical development sheets & prototype monitoring.
- Creating choice of fabrics, trimmings, finishes and washes as per Buyer needs.
- Development of prints, embroideries and labels, metal trims, tags, packaging concepts etc.
- Design development & competitive costing.
- Liaising closely with respective buying houses and production teams to ensure the item complements other products.
- Range presentation to international buyers & management.
- Traveling abroad for buyer meeting & presentation.

### Assistant Designer cum Tech Pack Developer – Lifestyle Apparel & Accessories.

Jan 2005 - Sep 2007

#### REEBOK INDIA COMPANY, Gurgaon

Reebok is an American-inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage. The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo.

Joined the organization as a Trainee Designer but later on became a fundamental part of it as an assistant designer cum tech pack developer – Lifestyle Apparel & Accessories.

Assisting the Senior Designer in Product Conceptualization & Seasonal range development for LIFESTYLE ( Men / Women / Kids ) APPAREL & ACCESSORIES. Complete responsibility of tech pack creation & range hand over to production / sourcing team.

- Product research (Sources used such as - Fashion Magazines namely – DONNA COLLEZIONI, & Internet websites such as WGSN.COM etc.)
- Assisting the senior designer with season's specific Color & Silhouette planning.
- Key role in PROTO FIT COMMENTS & FIT DEVELOPMENT.
- Utilizing illustration & technical know how into ARTWORK DEVELOPMENT.
- Tech Pack development with comments for final production.
- Complete Responsibility for VISUAL MERCHANDISING during the seasonal Road shows.
- Visits to vendor factories across the country for sampling solutions, follow ups and approvals.
- Preparing line catalogues with product details, style code and the USP of the garment for respective seasons.
- Being well updated about Performance Fabrics, Play Dry, Play Shield, Play Warm, X- static & other such Technologies.

- Careful development of the order sheets to meaningfully assist the customers during and post-trade show meetings.

Also handling special projects for **FISH FRY** (Special range in collaboration with designer MANISH ARORA) & complete kit (on field apparel, off field apparel, promotional apparel, caps, wrist bands, kit bags & other accessories) design of INDIAN PREMIER LEAGUE (Chennai Super Kings).

Bachelor in Design (Fashion)

Mar 2002 - Mar 2006

[Apeejay Institute of Design, New Delhi](#)

C.B.S.E

Jan 2002

Tagore International School, New Delhi