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| aa professional summary FIT Graduate with 25 years of experience in the fashion and luxury goods industry. Extensive background in fashion and experience as an entrepreneur presents a dynamic environment suited for rapid business growth and efficient management skills. Additionally, an international manufacturing management background yields an excellent intercultural and interpersonal skill sets tailored for this industry. Skills Industry Skills   * Fashion Illustration – sketches. * Vendor Relationship Management. * On/Offshore manufacturing. * Retail/Wholesale Management. * Merchandising * Screen Printing * PR & Social Media Management. * Textile/Trim/Embroidery Sourcing. * Tradeshows * Patternmaking: Draft/Drape/CAD * Textile design/develop/solvents/washes/dyes/finishes/ processes * Technical textile cutting prep. * Tailoring/Bespoke * Trend/Market Forecast: Encompass color, fabric, & silhouette. * Editorial Fashion Styling * Industrial Sewing Machine Operation/Shop Tools: Single Needle, Serger, & Cover Stitch/Soldering/Crimping/Lazer/Heat Sealed-Cut. * Story Boards/Mood Boards. * International Business * Technical Grading, Marking, & Textile yield & plot. * Tech Packs * Technical Garment Construction/Fittings/Adjustments. * Color Theory * Import/Export Brokerage * PLM * Line Sheets/Look books * Costing * BOM   Computer Skills: PC & Mac:   * Adobe Photoshop * Adobe Illustrator * Adobe InDesign * Adobe Creative Cloud * CAD (Creative Suites) * MS Word * MS Office * MS Window * MS Excel * MS Outlook Express * PAD System * Micrografx * Optitex * UPS Worldship * VM Ware Station * Gerber   Awards, Editorial Publication Events & Patents:   * Fashion Styling published in Vogue, British Vogue, Italian Vogue, L’Officiel, Marie-Claire, In-Style, Elle, Nylon * Fashion Styling performed back-stage at events such as the 1998 French World Cup with Yves Saint Laurent * Red Carpet Event for the Oscars, Grammys, Emmy’s, and Music Award. * Fashion Styling Celebrities and Models such as Lady GaGa, GiGi Hadid, Bella Hadid, Rosario Dawson, The Kardashians, Vanessa Hudgens, Annalynne McCord ~ just to name a few. * Received the 1998 Fresh Face Awards granted by Children's Business kid’s fashion industry magazine for "Innovative & Most Sold Nationwide Designer of the Year." * Received the 1998 Ernie Awards granted by Children's Business Fashion industry magazine for "Innovative & Most Sold Nationwide Designer of the Year." * My Story and business featured in articles of “Kiddie Couture” - kid’s fashion industry magazine Earnshaw’s. * Patent and designed color and print changing pile-fur textile set temperature. | |  | | --- | | Amanda azadifashion apparel design & product development|Link to other online properties: Portfolio/Website/Blog |  work historyDesigner \* BeSpoke • House of Lords, Corona Del Mar, ca • 12/2017 – present A refined bespoke tailored suits, shoes, and accessories made to measure/order for men and women. Designed to add personal fitting, fabrication, style, flair, and an impeccable touch.   * Create luxurious suits for the individual. * Work and manage with teams of designers, marketers, artists, copywriters, and sales team; to create a vision. * Source fine fabric globally * Plan and attend tradeshows globally. * Set up customer acquisitions. * Oversea the creative process from start to finish.  creative director• Nuorganic, irvine, ca • 11/2018 – 4/2019 An exclusive beauty line of plant-based stem cell serum. Designed to add a healthy and youthful look for skin and hair offering radiance and inner confidence.   * Creates lead for advertising and marketing companies. * Work and manage with teams of designers, marketers, artists, copywriters, and sales team; to create a vision. * Create plans for advertising. * Plan and attend tradeshows globally. * Set up customer acquisitions. * Oversea the creative process from start to finish.  Senior Technical Designer• haus of grey, los alamitos, ca • 5/2018 – 11/2018 A contemporary high-performance active/sports/golf label Men’s and Women’s apparel company is producing a multitude of products carried at thousands of retailers across the country   * Created and managed tech-packs in Excel And Adobe Illustrator for overseas vendors from beginning to end life-cycle. * Measured each sample, compared to technical sketch, and BOM. * Altered and sew sample for fitting – if alteration was needed. * Scheduled and ran fittings with a live model and mannequins. * Managed projects according to timeline and seasonal changes. * Recommended money saving for production/team. * Shopped and research competition stores to identity constructions opportunity and trend.  Senior Technical patternmaker/Designer/product developer • Jonathan Simkhai. los angeles, ca • 5/2016 – 8/2017 A thriving high-end fashion label apparel company is producing a multitude of products carried at thousands of retailers across the country   * Developed products and lines for specific customers and built lasting business partnerships that resulted in increase of over 40% in sales * Create ladies fashion lines including sweaters, knitwear, shirts and sportswear (woven), developed textiles and prints and oversaw high-quality standards for large fashion brands. * Established organizational structures through follow-up strategies that optimized the productivity of the design and production department by 25%. * Attend any SMS meetings and participate in discussions on garment finishing and construction details. * Work with Studio Coordinator to maintain a system for patterns both physically and digitally.  CEO/Creative Director • c’est chouette couture, inc. los angeles, ca • 1/1998 – 3/2016 A thriving private label fashion apparel company is producing a multitude of products carried at thousands of retailers across the country including Macy's, Sak's Fifth Avenue, Nordstrom's, and Neiman Marcus - Is a Mother company to many division (children's, women's and men's wear) d.b.a. Pastels, That's Splendid!, Amanda Azadi Atelier, Asquared Atelier, & C'C. Couture.   * Senior Operating Executive with full strategic – planning and P&L management responsibility for Canada, North/South America including Caribbean, Middle East, Europe, and Asia – Maintained complete autonomous decision-making authority for a mentioned market. * 40% increased sales for the first three seasons. * Expertise in design, project managing, and manufacturing process which includes: high-end children's RTW, Special Occasion, Private-Label, Play-wear, Foot-wear and Accessories to boutiques, celebrities' children for department stores domestically and internationally. * Established strong team relationships to maintain and support the business as well as developing relationships of trust with overseas suppliers through visits and regular communication and instructed factories on production quality. * Procured and managed outside consultant including showrooms and sales representatives in NYC, LA, Atlanta, Dallas, NW territories, Middle-East. Asia, Canada, and Europe. * Received the 1998 Fresh Face Awards granted by Children's Business industry magazine for "Innovative & Most Sold Nationwide Designer of the Year." * Received the 1998 Ernie Awards granted by Children's Business industry magazine for "Innovative & Most Sold Nationwide Designer of the Year." * My Story and business featured in articles of “Kiddie Couture” -industry magazine Earnshaw’s. * Patent and designed color and print changing pile-fur textile set temperature. * Travelled within United States – New York and Europe for Runway fittings, tradeshows, and trend research and created mood boards and generated full-color cards for each line for each season * Created and successfully grew an emerging luxury ladies line company from concept to product increasing distribution to over 100 brick and mortar stores and E-commerce nationwide in 5 years. * Management Personnel within a factory – Delegate duties. * Build strong brand awareness through collaborations while amassing a large social media following. * Used Google Analytics to analyze customer behavior and maximize conversion value. * Cultivating current and new relationships 30% annually to achieve sales objective and provide own brand insights and setting goals. * Liaised between customers (buyers) and manufacturing to design a new product. * October 2000 ~ Achieved WWD (Women’s Wear Daily) Award Young & Innovative Designer of the Year. * Reviewed processing schedules and production orders concerning inventory requirements, staffing requirements, work procedures, and duty assignments, responsible/considering budgetary limitations, strategic planning, sales forecasting, product pricing, and margin management to increase profitability. * Drew garments and patterns and wrote instructions for use in reproducing commercial patterns.  Merchandiser/Creative• luxury jewels of Beverly Hills • Beverly Hills, CA • 1/2000 – 1/2012 High-end retail, wholesale, & pawn jeweler located in Beverly Hills. The Boutique licensee to the late actress Elizabeth Taylor. Specialize in Luxury Jewelry, Estates, and Watches; Cartier, Van Cleef Arpels, Tiffany & Co., Rolex, Breitling, Hublot, Patek Phillipe, Bulgari, Piaget.   * Style for special events such as the Oscars, Grammys, Music Awards for celebrities and Celebrity Charity Foundation. * Stock, merchandise & sell high-grade diamond jewelry & watches (both wholesale and retail) and estates jewelry valued between $2000 - $2 million per item, totaling approximately $250 million. * Contributed to team success by exceeding team sales goals by 40%. * Maintain new and existing E-commerce vendors (retail/wholesale).  creative/Merchandiser • francesco santoro of beverly hills • Beverly Hills, ca • 1/1998 – 3/2016Successful high-end exclusive boutique located in Beverly Hills. Specializing in women's exotic skin leather handbags and accessories which comprise of python, ostrich, crocodiles, and alligators.  * Created visual marketing and styled window displays. * Monitored and analyzed sales records and consumer purchasing trends. * Helped customers with questions, problems and complaints in person and via telephone. * Trained and served as a peer coach for new sales associates.  Make-up artist/wardrobe stylist • chanel • los angeles, ca • 1/1998 – 1/1999wardrobe consultant/stylist • saint laurent• new york city, ny • 3/1995 – 1/1999account executive • dior• newport beach, ca • 3/1993 – 1/1995Make up artist/Hairsylist• Andre Pascal salon • Laguna beach, ca • 8/1988 – 1/1991EducationBachelor of arts/fashion design & merchandising • 5/1991 • FASHION INSTITUTE OF TECHNOLOGY (FIT) •New york city, NY.Bachelor of Science/business management/mathematics and economics• 6/1989 • University of califonia san diego (ucsd) •san diego, CA.fine art/Graphic Design • saddleback college •mission viejo, ca. |