

ADITI AGRAWAL

+91 8860461975 • New Delhi 110085 IN • aditiagrawal237@gmail.com • www.linkedin.com/in/aditi-agrawal237

EDUCATION

LONDON COLLEGE OF FASHION, University of the Arts London Master of Arts, Fashion Retail Management

London, UK
Sep 2017 – Sep 2018

- Course Representative - Managed and organized class socials, speaker and networking events.
- Coursework - Branding, Research Methodology, Retail Business Strategy & Operations, Internationalization Strategy.
- Dissertation - 'How to use Brand Identity in business strategy to increase profits for micro businesses'.
- Politecnico di Milano: Delegate and 'Next Generation Assembly' participant at '6th International Workshop on Luxury Retail, Operations and Supply Chain Management'.
- LIM College: Training on American fashion landscape.

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Bachelors in Fashion Technology

New Delhi, IN
Jul 2012 – May 2016

- Interned at 'Neetee Clothing', apparel manufacturing firm, and designed their Performance Appraisal System. New Delhi, IN
- Interned remotely for 'Source My Garment', sustainable apparel consultancy and wrote 10 expert articles. Toronto, CA
- Interned at 'Knitcraft', apparel manufacturing firm, increased production efficiency for 'Guess' shirts by 19%. New Delhi, IN

PROFESSIONAL EXPERIENCE

AMITY SCHOOL OF FASHION TECHNOLOGY, Amity University

Lecturer

Noida, IN
Jul 2019 – Present

- Faculty on MBA (Fashion Management), M.A. Retail, M.A. Textile Merchandising, B. Design Programs.
- Teaching focus areas:
Fashion Business - Branding, Marketing, Retail Business Strategy & Operations, Internationalization Strategy, Luxury, Fashion Supply Chain Management, Entrepreneurship.
Fashion Technology- Corporate Social Responsibility, Environment Studies, Sustainable Production, Organizational Behavior, Human Resource Management, Apparel Quality Control, Fashion Merchandising.
- Designed electronic content for 20 Fashion Management courses for online mode of learning.
- Faculty Coordinator of Literature Club, Amity Youth Festival 2020, student mentorship program.
- Member of Department Internationalization Sub-Committee, designed strategy for academic year 2020-2021.

ADIITTIIS THE CONSCIOUS DESIGN COMPANY

Sustainable Fashion Consultancy

New Delhi, IN

Founder-Director

Jan 2019 – Present

- Empowering emerging designers by offering B2B services in areas of branding, marketing, and business development.
- Curated a team of 10 International consulting experts who are freelancing for *Adiittiis*.
- The platform caters to 30+ designers from all over the world working with apparel, footwear, and accessories.
- Collaborated with trade shows like Coterie New York, Pure London, Project Tokyo, Magic Las Vegas to offer preferential rates.

OMNES

Slow Fashion Clothing Brand

London, UK

Student Consultant

Jul 2018 – Sep 2018

- Business strategy development Internship.
- Consulted for executive team to develop and implement business strategy for market entry, brand positioning, target customer segmentation, branding and marketing strategy, and competitor analysis.
- Contributed to supply chain design to source from Iran and India for the brand.

PROJECT M

Branding Consultancy aimed at fashion and beauty companies.

London, UK

Student Consultant

May 2018 – Sep 2018

- Worked on the application of archetype branding to develop brands by positioning, marketing, and visual communication plans.
- Organized and hosted networking events, workshops and mentoring sessions for entrepreneurs with the founder.

SPRINGBOARD

Branding Consultancy

Amsterdam, NL

Research Internship

Jan 2018 – May 2018

- Collaborated with founder to conceive inside-out branding methodology for organization strategy.
- Assisted the founder to pitch the business plan to investors at a venture capitalist event organized by Amsterdam Fashion Institute.

B.L. INTERNATIONAL

One of the largest Apparel Manufacturers in India, \$250 million turnover

New Delhi, IN

Management Trainee

Jun 2016 – Dec 2016

- Oversaw Production of over 70 styles for the Bestseller International, Bestseller Fashion India accounts.
- Oversaw Product Development of over 50 styles for the H&M account.

RESEARCH

- Reviewer for Palgrave - MacMillan Journal of Brand Management, ISSN: 1350-231X (print), ISSN: 1479-1803 (electronic)

Journal Publication

- Agrawal, A., Gandhi, A. and Mittar, S. (2019) 'Measuring the impact of Feedback Richness, Perceived Appraisal Accuracy and Fairness on Employee Satisfaction and Motivation in a Performance Appraisal System of a Garment Manufacturing Firm in

Delhi, National Capital Region, A Case Study', *International Journal of Scientific Progress and Research (IJSPR)*, 63(1), p. 5-12. http://www.ijSpr.com/citations/v63n1/IJSPR_6301_30390.pdf

- Mittar, S. and **Agrawal, A.** (2016) 'Human Resource in Fashion Retail – The Finer Humane Detail', *Images Yearbook - India Business of Fashion Report 2016*, 13 (1), p. 186-193.
- **Agrawal, A.** and Mittar, S. (2016) 'Human Resource Management & Supply Chain Management, A Synergistic Amalgamation', *International Journal of Scientific Progress and Research (IJSPR)*, 20 (3), p. 154-159. http://www.ijSpr.com/citations/v20n3/IJSPR_2003_714.pdf
- **Agrawal, A.** and Gandhi, A. (2016) 'Evolution of Indian Clothing Trade with The World & Various Trade Blocs and The Abolition of The Quota System', *International Journal of Scientific Progress and Research (IJSPR)*, 20 (3), p. 143-153. http://www.ijSpr.com/citations/v20n3/IJSPR_2003_713.pdf
- **Agrawal, A.** and Gandhi, A. (2014) 'Liberalization of Textiles and Clothing Trade and Evolving Global and Indian Trade Scenario', *International Journal of Advance Research and Innovation*, 2 (4), p.755-762. <http://www.ijari.org/CurrentIssue/2014Volume4/IJARI-FT-14-12-102.pdf>
- Mittar, S., Saini, S. and **Agrawal, A.** (2014) 'Human Resource Management Practices for Employee Retention in Apparel Export Houses in Delhi NCR', *Scottish Journal of Arts, Social Sciences and Scientific Studies*, 17 (2), p. 3-22. http://scottishjournal.co.uk/paper/SJASS_Vol.17_No.2.pdf
- **Agrawal, A.** (2015) 'Foundation, Growth and Evolution of the Fast Fashion Brand, Mango', *International Journal of Advance Research and Innovation*, 3 (3), p. 536-541. <http://ijari.org/CurrentIssue/2015Volume3/IJARI-FT-15-09-102.pdf>

Working Papers

- Financial Value Creation by Micro Designer Fashion enterprises by using Brand Identity as a strategic resource, an exploratory study in the Indian market, with S. Lin. *Under review, Journal of Brand Management.*
- Internal Brand Management to build Stronger Brands and Maximize Value Creation, with J. Paulus. *Under review, Journal of Brand Management.*