



VARNA GUPTA

DESIGN PROFESSIONAL

Address

Logix Blossom City,
Sector 137, Noida, UP - 201305

Senior Design Professional with over 21 years of rich experience of working with leading International brand, **Reebok**, as well as a home-grown Sportswear brand- **Alcis**, **Muvazo**, **Landmark Group**, **Dhruv globals** amongst others

A finisher and a perfectionist, have the ability to adapt fashion forecasts to suit the Indian customers' nuances, create commercial yet innovative products/ collections, and ensure perfection in the samples' development.



My Portfolio

www.varnagupta.in
DOB - 17 nov 1984

WORK EXPERIENCE

DHRUV GLOBALS

2025 nov- Till Now

Currently working as Design & PD Manager.

Projects handlig : Online Domestic brand of Men's & Women's)

Responsibilities:

- Fashion and Trend forecasting for the season.
- Deciding the seasonal Brand direction along with the Men's design lead, ensuring a coordinated look for the Brand.
- Finalizing the key stories for Women's and Girls categories.
- Design de-brief to the team according to the line plan, to ensure all price segments are catered to.
- Alongside, working with the Merchant Team to develop and source new fabrics and trims.
- Presenting the final collection to the Management
- Sampling handover, and samples' development along with the merchant/ sampling team.
- Line presentation to customers, gathering feedback, and ensuring flawless and smooth line handover for production
- Creating ensembles and looks for the seasonal photoshoot
- Creating the brief for the Window-Stories for the Visual Merchandiser.

VAMANI OVERSEAS

2023 nov - 2025 - nov

Worked as Design & PD Manager.

Projects handlig : JCP, Anthropology, NEXT, Levi's

Responsibilities:

- Developing the collection based on received tech-packs / given direction.
- creating new design as per trend & brands handwriting.
- meeting with buyers for collection & cost working.
- Giving direction to my team for meet deadlines & price maintaining design requirements.
- Fabric, trim, Print etc selection as per brand handwriting.

PARAGON APPARELS

ALCIS SPORTS PVT. LTD

2019 apr - 2023 - nov

Designation: Senior Designer & Category Lead

Leading the design and development for men's and women's

Also leading the Designer Collaboration **ALCIS X NARI**, with Designer "Nari" (Narendra Kr. Ahmed).

SKILL SET

SOFTWARE SKILLS



CATEGORIES' ADEPTNESS

PERFORMANCE



ATHLEISURE



LIFESTYLE



HI FASHION



CUSTOMERS SERVICED

MEN'S



WOMEN'S



KIDS



FABRICS ADEPTNESS

KNITS



WOVENS



EDUCATION

Diploma in Graphic Design- 2006-07
ARENA Multimedia, Delhi

Diploma in Fashion Design- 2002-04
United Institute of Designing, Kanpur

Bachelor of Arts - 2002-04 (Distance learning)
Kanpur University, Kanpur

The [key responsibilities](#) include–

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WORK EXPERIENCE

PERF ITALIA

From Nov 2017 to March 2019

Designation: Senior Designer

Fashion and Trend forecasting for Men and Women.

Developing design collections for the brand.

Sample development and buying.

SHIVALIK PRINTS LTD.

Tenure : Mar 2014 – Jun 2017

Designation: Design Head

Led the design and development for [over 10 buyers](#), working on their collection from forecasting to design development & sampling, to buyer presentation. Brands managed included Next, H&M, Bruno, Bostern Proper, Valenne Gauthier, Love Sam, Free mind, Charming Charlie, George, Meijer & Fred Meijer, across Men's, Women's & Kids categories

REEBOK INDIA

Tenure : Dec 2008 – Dec 2011

Designation: Designer

Areas of responsibility–

- Men's [Sportswear](#) and [Women's Lifestyle & Streetwear categories](#)
 - Responsible for adapting Reebok's global offering to the Indian market, and filling in the gaps if any.
 - Creating collections and assortments suitable for each channel – Exclusive stores, Distribution & Large Format Retail.
- Special Lines assigned - [Fish Fry](#) by Manish Arora, Golf & Swimwear

OTHER EXPERIENCE

- Visual Merchandiser at Pantaloon's Retail in 2006-07
- Designer at Satyapaul export in 2004-06
- Freelance designer between 2012-14