

Lavanya Venkatraman

Fashion

7, ANNAI NAGAMMAI ROAD,
MANDAVELI, CHENNAI
600028
India

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Professional Experience and Curriculum Vitae

Name: Lavanya Venkatraman

Education: Bachelor of Fashion Technology, Knitwear Design (Fashion and Textiles),
National Institute of Technology (2003 - 2007)

Experience: Worked as a fashion consultant for Arvind Brands at Shopper's Stop, Pune for the Denim Festival in June 2005, by giving style inputs to the customers.

Done 2 weeks industrial internship in two companies:

Arvind Enterprises, Sholinganallur, Chennai and

Well Knits Pvt. Ltd., Mepz, Tambaram, Chennai.

To understand the work flow, production, planning and floor operations, packaging as well as functions of various departments design studio, stores, cutting, sewing, quality control and finishing.

Have undergone a 2 weeks project for LEE at Arvind Brands Limited, Bangalore from 26th June to 8th July, 2006. The project brief was to work on graphic designs for autumn 06/07 collections for LEE Menswear.

Have undergone 22 weeks graduation project in partial fulfillment of the Fashion and Textiles (Knitwear Design) Programme at Munch Design Workshop Pvt. Ltd., Bangalore

This constituted of yielding Graphic design inputs to brands like Miss Players (ITC Limited), United Colors of Benetton and 2Fast4u - Westside.

Miss Players (ITC Limited) - womens wear - Print design graphics (fabric all over prints, t-shirt graphic prints)

United Colors of Benetton - (mens & womens wear) - Market research and analysis, conceptual exploration, trend presentation, development of boards, styling, graphic design- for stylized knit tops and T-shirts.

2Fast4u - Westside - mens wear - Market research & product development, sourcing, styling, graphic designing, presentation to buyers & catalogue development, packaging design.

PROJECTS Done 2 weeks cluster project with the weavers of Calicut, Kerala to improve the handloom production in the region through research and design intervention. This was followed by another 2 week project for design and product development for the Kozhikode cluster.

Done a cultural study & documentation on Bhutan to study about the country, costumes, architectural designs, textiles and motifs. This also included 2 weeks visit to Bhutan from December 12th to 27th, 2005.

130 Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

Done logo and packaging design for a company Essem Technologies Pvt. Ltd.

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