Apparel Designer – Women's Wear

Company Overview

Zivame is a Women's fashion brand company which started in 2011 as online lingerie retailer featuring hundreds of styles for the Indian woman.
We believe that we are in a very exciting junction of our journey. We have scaled up from being a start-up and now are looking at building a sustainable, fast growing and a profitable company by establishing its own lingerie and Activewear brand in the industry.

We have seen an exciting growth phase this financial year with revenue growth of 80% over FY 17 with reduced spends leading to high double-digit EBITDA improvement. We entered into retail EBO channel about a year back and have already become largest Lingerie Retail EBO network in India with about 30 retail stores and about 700 trade (multi brand outlets), Zivame is one of the fastest growing brands in this space. We have built a robust design to delivery process. This enables us to bring global fashion in the widest range of sizes and styles for various body types. The success of this expansion is seen with stores achieving break even in less than 6 months and retail channel 3x growth.

We have also entered into other categories like Activewear, Sleepwear and Shapewear which is witnessing 2X growth of Lingerie category. Our mission is to be a Women's fashion brand which will help Women dress better by growing a category whose offline representation is underserved because of range and size availability issues, lack of consultation and social discomfort. We have roped in international design team to deliver fresh styles every month for the new age Indian women.

Culturally, we pride ourselves in being an open, transparent company which retains its startup DNA. We encourage teams and individuals to take full ownership and drive initiatives in a fully empowered environment. We encourage experimentation and risk taking and a constant drive to build something new which can help us deliver better outcomes to our customers. Our thesis is that every Individual should within Zivame find all means to make and drive impact.

Responsibilities:

- Creating or visualising an idea and producing a design by hand or using computer-aided design (CAD)
- Keeping up to date with emerging fashion trends as well as general trends relating to fabrics, colors and shapes
- Create and present trend packs, Mood Boards and forecasts for following seasons
- Planning and developing ranges
- Develop Tech-packs for production
- Working with others in the design team, such as buyers and forecasters, to develop products to meet a brief
- Liaising closely with sales, buying and production teams on an ongoing basis to ensure the item suits the customer, market and price points

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- Understanding design from a technical perspective, i.e. producing patterns and technical specifications for designs
- Sourcing, selecting and buying fabrics, trims, fastenings and embellishments
- Adapting existing designs for mass production
- Developing a pattern that is cut and sewn into sample garments and supervising the creation of these, including fitting, detailing and adaptations
- Overseeing production
- Negotiating with customers and suppliers

Skills:

You will need to show:

- Creativity, innovation and flair
- Should be good in putting together graphic print direction for "all over prints" & "chest prints"
- Should have a good vision for color palette & color scheme.
- Should be very good in sketching.
- Build mood boards & concept boards.
- An eye for color and a feel for fabrics and materials
- The ability to generate ideas and concepts
- Design and visualization skills, either by hand or through computer-aided design (CAD)
- Technical skills, including pattern cutting
- Garment technology skills and knowledge
- A proactive approach
- Commercial awareness and business orientation
- Interpersonal, communication and networking skills
- Good organization and time management.

Qualification:

Although this area of work is open to all graduates with 2-5 Years of experience, a degree in the following subjects will increase your chances:

- Art and design
- Clothing technology
- Fashion
- Fashion marketing and buying
- Graphic design
- Knitwear
- Textiles