

Kavya Reddy

Senior Fashion Designer – Menswear

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PROFESSIONAL SUMMARY

Menswear designer with ten years in export and private-label manufacturing, covering shirts, trousers and knitwear for international and domestic retail buyers. Leads seasonal range planning, trend research and tech pack approval, and works closely with merchandisers and factory teams to protect cost and delivery dates without diluting design intent.

SKILLS

Range planning · Trend forecasting · Menswear fits · Tech pack approval · Fabric development · Costing · Buyer presentations · Team mentoring · CLO 3D

EXPERIENCE

Senior Designer, Menswear — Garment export house with four factories, Bengaluru

4 years · current

- Lead a team of five designers creating around 180 menswear styles a season for European and Australian retail buyers.
- Introduced 3D sampling for first proto rounds, cutting physical samples per style from three to about one and a half.
- Present seasonal ranges to visiting buyers, with 70 percent of shown styles moving to confirmed orders last season.
- Partner with merchandisers on target costing, reworking trims and fabric widths to meet price points without losing detailing.

Fashion Designer — Private-label menswear brand for a national retail chain, Bengaluru

4 years

- Designed casual shirts and chinos for four seasons a year, building each range from sales data and store feedback.
- Developed a linen-blend fabric with a mill partner that became the brand's best-selling summer shirt base.
- Ran fit sessions on three body blocks and updated grading so returns for size issues dropped noticeably.

Assistant Designer — Knitwear export unit, Tiruppur

2 years

- Prepared tech packs and artwork for polo shirts and sweatshirts, coordinating lab dips and print strike-offs.
- Tracked sample status for 60 styles a season in a shared sheet used by merchandising and production.

- Created graphic prints for sweatshirt ranges, adapting placements to buyer comments within two working days.

EDUCATION

Master of Design (Fashion) — Central government fashion institute, Bengaluru

Bachelor of Design (Knitwear) — Central government fashion institute, Chennai

Graduation project on seamless knit menswear

CERTIFICATIONS AND REGISTRATIONS

- Online course in sustainable fibres and circular design
- Workshop in CLO 3D garment simulation

PROJECTS

- Linen Blend Programme — fabric developed with a mill, later reordered for three consecutive summers
- Virtual Sampling Pilot — 3D proto rounds for one buyer, shortening approval time by about two weeks

LANGUAGES

English · Telugu · Kannada · Hindi