

Gurmaan Singh Chawla

Senior Womenswear Designer & Product Developer

Wovens · Leather/PU · Outerwear · Embellishment

Citizen - India , Current location - Beijing, China

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Online portfolio - gurmaanchawla.com



Senior womenswear designer & product developer with 14+ years of global experience across Europe, China, India, and the U.S.

DESIGN & STRATEGY

Seasonal concept creation · Trend research · 12–18 collections/year
Capsule planning · Commercial translation from global markets

PRODUCT DEVELOPMENT

Tech packs · Fit refinement · Costing awareness
PLM & SCM systems · BOMs · Construction accuracy

MATERIAL & CATEGORY EXPERTISE

Embroidery & embellishment · Trims · Washes · Finishes
Light & heavy wovens · PU & leather · Outerwear

TOOLS

Adobe Illustrator · Photoshop · Procreate
PLM · SCM · AI-assisted design & development tools

CROSS-FUNCTIONAL COLLABORATION

Design · Merchandising · Tech · Suppliers

LEADERSHIP

Mentoring junior designers & developers

Professional experience

ONLY

*Bestseller fashion group, China
with over 2500+ store
Senior Fashion Designer
Jan 2019 - Present
Beijing*

- Lead womenswear collections across **retail, e-commerce, NBA, Tiktok**, and trend capsules, delivering **12–18 collections per year**.
- Specialize in **wovens, leather/PU & outerwear** with ownership of **fit, fabrics, trims, BOMs, & PLM workflows**, ensuring scalable construction from design to production.
- Created multiple **bestsellers**, including styles exceeding **RMB 15M** in revenue.
- Used **AI-assisted tools** to support sketch-to-sample visualization, color variations, and design refinements, improving speed and clarity during development.
- Conduct seasonal **research trips (Japan/Korea)** to source fabrics, trims, washes, and color stories that guide new collections.
- **Mentored junior designers & product developers** and supported cross-team alignment with suppliers, merchandisers, and buyers

French Connection(UK)

*Liaison office, India
British High street brand
Fashion Designer/Product developer
Aug 2016 - Oct 2018
Gurgaon, India*

- Acted as the key **product development link between London HQ** and 14 factories across India, ensuring accurate execution from tech pack to final sample.
- Designed **casual womenswear and high-street collections** across light wovens, embellishment aligned with UK brand aesthetics.
- Led fabric, trim, and **swatch development for womenswear** and menswear, informed by runway research, premium brand trends, and supplier sourcing.
- Managed **fabric sourcing, artwork development, sampling follow-ups**, fit revisions, and construction clarifications to improve development accuracy and turnaround time.
- Supported **costing communication, price negotiations, and vendor troubleshooting** to balance design intent with commercial targets.

Nicobar Studio (India)

*Sustainable Lifestyle Brand
Executive Fashion Designer /
Product developer
Dec 2014 - Aug 2016
New delhi, India*

- Founding design team member shaping the initial **menswear & womenswear aesthetic** through modern silhouettes and sustainable Indian prints & textiles.
- Developed the brand's "**lounge meets everyday life**" design language and core evergreen styles that remain part of the permanent collection.
- Worked closely with the in-house sampling unit on early-stage development, **including prototyping, fit tests, trims, and print strike off's**.

Ranna Gill Studio

*Designer RTW Label
Assistant Designer / developer
Womens's wear & Embelishments
Apr 2013 - Dec 2014
Gurgaon, India*

- Designed RTW collections for key clients including - **Anthropologie, Free People, Bloomingdale's** and key Middle East clients.
- Developed **styles, embroidery, trims, swatches**, and coordinated with the sampling team to ensure accurate construction and design alignment.
- Ensured sample accuracy and supported final approvals for international markets.

Education

- BA (Hons) Fashion Design – Nottingham Trent University, 2006–2010

Hobbies & interests

- Photography · Adventure sports · Badminton · Cycling · Formula 1 · Surfing