

IRWIN SAHOLI

+1 843-602-3520 | irwinsaholi2502@gmail.com | NYC

<https://www.linkedin.com/in/irwinsaholi/> | irwinsaholi.com

Visionary and cross-functional **Senior Fashion Designer + Concept Developer** with 10+ years' experience driving creative direction, textile development, and multi-category RTW design for womenswear brands across global markets. Adept at translating cultural and runway trends into commercial collections with deep storytelling and strong brand DNA. Proven expertise in **trend forecasting, print/embellishment, knits, and woven apparel**, with high proficiency in CAD sketching, BOMs, and collaboration with technical, buying, and sourcing teams. Passionate leader and team mentor, with a history of building compelling seasonal narratives, from **color and silhouette strategy** to **embroidery and trim innovation**. Brings experience working with **Asia-based vendors**, AI for surface design, and styling for retail + campaign launches.

Senior Designer & Capsule Developer – Multi-Category Womenswear

Dynamic Beneficial Marketing – Gurgaon, India

Feb 2019 – Aug 2020

- Directed seasonal capsule development across **woven tops, dresses, layering pieces, embellished sets**, and soft outerwear
- Researched seasonal inspiration, developed trend direction decks, and led sketch reviews with PD and merchandising
- Created detailed **CADs, BOMs, tech packs**, and concept boards in Illustrator and Photoshop
- Collaborated with Asia-based vendors on **sample development, fit reviews, and finish techniques**
- Participated in **e-comm and lookbook styling** to reflect seasonal aesthetic and ensure commercial alignment

Designer – Embellished Occasion wear & Craft-Heavy Collections

Ritu Kumar (Luxury Label) – Gurgaon, India

Apr 2013 – Oct 2016

- Designed **embroidered dresses, tops, skirts, and festive separates** using silks, brocades, and custom surface techniques
- Partnered with the in-house surface team to develop **hand-embellished artwork, trims, and embroidery CADs**
- Collaborated with design leadership to build **seasonal mood boards** and concept lines rooted in historical and runway references
- Reviewed proto and PP samples in fit sessions and directed surface placement revisions
- Supported campaign + client presentations by developing **engineered surface layout illustrations and swatch books**.

Senior Designer – Creative Direction + DTC Collection Drops

The Loom / Pista Clothing – New Delhi, India

Oct 2020 – Jan 2022

- Led seasonal drops including **resort wear, soft jackets, tops, and co-ords** with high visual storytelling
- Researched emerging print/embellishment techniques and created **trend packs and color boards**
- Coordinated print direction and developed engineered placement designs for campaign styles
- Supported e-commerce content creation with flat lays, swatches, and creative direction input.

Senior Designer – Commercial RTW & Cross-Functional Design Execution

Bestseller Retail (India) – New Delhi, India

Feb 2022 – Jul 2023

- Designed **RTW and layering silhouettes** across multiple commercial brands under Bestseller Group
- Developed **technical packs, CADs, BOMs**, and maintained product line across cross-functional teams

- Partnered with sourcing, print design, and merchandising on margin targets and volume forecasting
- Participated in seasonal trend rollouts and shared global forecasting for India market adaptation

Designer – Printed Apparel & Occasion wear Capsules

Inceptra Lifestyle (LYLA) – Gurgaon, India

Dec 2016 – Oct 2018

- Designed seasonal printed and embroidered RTW collections for private label accounts and DTC
- Developed **original prints, engineered placements, and embellishment mockups**
- Collaborated with surface artisans and supported sample development and fit.

TECHNICAL SKILLS

Design Direction & Concepting

- Seasonal Trend Boards · Color Stories · Silhouette Forecasting · Runway + Cultural Research
- Creative Vision Decks · Style-Out Planning · Category Concept Development

Textile & Surface Innovation

- Embroidery Artwork · Trims & Embellishment CADs · Print/Pattern Placement · AI-Assisted Surface Creation
- Hand Sketching · Procreate · Vintage Textile Research · Craft Innovation Decks

Technical & Cross-Functional Execution

- Tech Packs & BOMs · CAD Sketching (Illustrator) · Photoshop · Procreate
- Vendor Communication (Asia) · Fit Sample Reviews · Construction & Finishing Oversight
- Styling Direction · Campaign Prep · e-Comm Launch Collaboration.

Education

M.A. Luxury & Brand Management

Savannah College of Art and Design (SCAD) | 2023 – 2025

B.Des. Fashion Design

National Institute of Fashion Technology | 2008 – 2012