

SHAHNAZ KHAIRA

Fashion Designer | Art Director | Brand Marketer | Educator

Khairashahbaz@gmail.com · +91 9878025028 · Mohali, Punjab, India · Languages: English, Hindi, Punjabi, French

PROFESSIONAL SUMMARY

Results-driven Fashion Designer, Art Director, and Brand Marketer with 4+ years of experience across womenswear design, visual merchandising, art direction, and fashion education. Proven ability to conceptualise collections, develop tech packs, direct photoshoots, and craft compelling brand narratives. Expert in fusing traditional Indian craftsmanship with contemporary silhouettes. Published researcher in textile studies with deep expertise in trend forecasting, surface embellishment, and sustainable fashion strategy.

CORE COMPETENCIES

- Fashion Design & Womenswear Collections
- Styling & Art Direction
- Trend Forecasting & Market Analysis
- Brand Storytelling & Content Strategy
- Visual Merchandising & Campaign Design
- Adobe Illustrator & Procreate
- Tech Pack & CAD Illustration
- Surface Embellishment & Embroidery
- Garment Construction & QC
- Social Media Marketing
- Sustainable Fashion Strategy
- Fashion Show Coordination

PROFESSIONAL EXPERIENCE

Head Fashion Designer

KHALIS

May 2026 – Present

- Lead end-to-end creative direction for seasonal collections, overseeing concept development, mood boarding, and design execution from initial brief to final garment.
- Direct fabric sourcing and material research, identifying textiles that align with brand identity while maintaining quality benchmarks and cost efficiency.
- Manage and mentor the design team, establishing workflow systems, setting creative standards, and ensuring cohesive output across all product categories.
- Collaborate with production and merchandising teams to develop tech packs, construction specifications, and quality control protocols for manufacturing.
- Spearhead brand positioning initiatives, contributing to campaign concepts, lookbook direction, and visual merchandising strategy to strengthen market presence.
- Conduct ongoing trend forecasting and competitive market analysis to inform seasonal direction and keep collections commercially relevant.

Guest Lecturer - Fashion & Indian Art Appreciation

NIIFT (Northern India Institute of Fashion Technology), Mohali

July 2025 – Present

- Deliver lecture modules on fashion fundamentals, Indian textiles, textile sciences, fashion theory & history, and English communication to undergraduate design students.
- Designed structured assignments and evaluation rubrics integrating craft heritage, fibre science, and fashion evolution, improving student engagement and academic outcomes.

Fashion Designer

Jasmine Bains, Punjab

March 2021 – February 2026

- Conceptualised and designed contemporary womenswear collections with emphasis on surface embellishments, embroidery, and seasonal trend alignment.
- Conducted fabric research and material sourcing aligned with brand aesthetics, ensuring quality and cost efficiency.
- Directed photoshoots and managed social media marketing campaigns, elevating brand visibility and audience engagement.
- Designed visually cohesive campaign creatives leveraging audience psychology to enhance brand recall and conversion.
- Pioneered eco-printing as a craft differentiator for the brand, establishing its positioning within the North Indian sustainable fashion landscape.

Uniform Design Consultant - SSF Punjab Police

Sadak Surakhya Force, Punjab Government

April 2023 – September 2023

- Collaborated with government officials to design functional, authority-driven, and aesthetically cohesive uniforms for the Punjab Police SSF.

- Researched performance-oriented and durable textiles suitable for law enforcement apparel requirements.

Design Intern

Pearl Global International Limited

June 2023 – August 2023

- Gained hands-on experience in mass production, garment construction, and quality control for international export markets.
- Developed tech packs, embroidery samples, and CAD illustrations for global clients, ensuring compliance with production standards.

Design Intern

Ladies & Linen by Manpreet

June 2023 – July 2023

- Developed embroidery khakhas, production samples, and contributed to the Autumn-Winter collection design process.

FREELANCE & CREATIVE PROJECTS

Art Direction – Honi Sandhu: Directed visual styling, mood boards, and wardrobe for creative projects, aligning storytelling with artist brand positioning.

Couture Capsule – "Ishq-e-Haqiqi": Designed a 5-look limited-edition collection fusing Western silhouettes with traditional Indian embroidery, translating Sufi philosophy into runway-ready pieces.

Capsule Collection & Made-to-Order Strategist: Assisted emerging designers in structuring low-inventory capsule drops using made-to-order frameworks to minimise risk and maximise exclusivity.

Fashion Content Strategist – Sustainable Labels: Crafted Gen-Z-aligned brand storytelling, Instagram campaigns, and blog narratives centred on artisanal craft and slow fashion.

Brand Storytelling – Karan Enterprises: Developed persuasive brand narratives, website content, and marketing copy, translating business vision into audience-resonant storytelling.

Uniform Design – Brothers Security: Led structural development of functional security uniforms balancing durability, mobility, and brand identity.

Commission-Based Hand Painting & Surface Ornamentation: Created bespoke hand-painted garments combining traditional craft with contemporary aesthetics.

EDUCATION

Master of Arts, English Honours (Distance)

2025 – 2027

Lovely Professional University (LPU)

Bachelor of Fashion Design

2022 – 2025

NIIFT – Northern India Institute of Fashion Technology, Mohali

ACHIEVEMENTS & PUBLICATIONS

Published Research Paper: "The Lineage of Indian Textile": Presented at the International Conference on Emerging Trends and Textile, NIT Jalandhar (July 2023). Explored historical evolution, socio-cultural impact, and contemporary relevance of Indian textiles.

Show Coordinator – Anukama 2023: Led NIIFT's annual fashion show, overseeing designer showcases, model fittings, and full event logistics from concept to execution.

Class Representative, NIIFT Mohali (2022–2025): Served as key liaison between students and faculty, managing schedules, events, and academic communication across three academic years.

Ongoing Academic Research: Independent research in textile studies, consumer behaviour, and fashion theory targeting peer-reviewed journal publication.

REFERENCE

Parul Kukreja – Head Designer, Pearl Global International Limited · +91 9953475561