



# NEHA R. SHARMA

## PROFESSIONAL EXPERIENCE

### CONTRACT DESIGNER & DESIGN CONSULTANT

2015 - present

- Concept-Design Development- Manufacturing of Accessories for Dries Van Noten since 2015.
- Market ready Brand Development in the sustainable space for Arte- Alter, Calcutta (2018 -present)

### THE JADE TREE

KOLKATA, WEST BENGAL, INDIA

Partner & Head of Design | Sep 2010 - present

- In-charge of overall creative direction of the brand from its inception by balancing artistic innovation, profitability and nurturing sustainability-through design and management.
- Lead, manage and motivate a team of 16 artisans to achieve maximum efficiency from "design" to "shelves" in a lean mode.
- "Actively" listen to end users about recommendations and changes in designs and product and implement those changes for strategic growth of the brand.

### NATIONAL INSTITUTE OF FASHION TECHNOLOGY

KOLKATA, WEST BENGAL, INDIA

Guest Faculty | Aug 2018 - present

- Jewellery Basics- Jewellery through the ages, Gem Identification, Diamonds- Basic identification and 4Cs
- Jewellery Design-Sketching and Rendering, Developing a theme based jewellery collection
- Costume Jewellery- Material Exploration, Basic Jewellery Manufacturing Techniques
- Couture Jewellery Project- Developing a jewellery collection based on client specifications. Exploring high-end fine jewellery
- Special Lectures - MFM-Overview of the jewellery market in India and the world.

## INTRODUCTION

I am a jewellery artist who has been conceptualising & creating statement pieces with semi-precious stones. My creations have received great admiration and acceptance from my clients, both local & global (including celebrities). I am adaptive, perceptive & confident and I can fit into the line of mainstream jewellery and accessories with ease. I am also a keen educator in my area of specialisation and take immense pride in the art of education and training.

## CONTACT DETAILS

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## DESIGNER PORTFOLIO

Available on request

## SKILL SET

- Conceptualising & Designing
- Costume Jewellery
- Embroidery
- Basic Gemmology
- Basic Diamond Identification
- Basic Jewellery Manufacturing Techniques

## ACHIEVEMENTS

### PARIS FASHION WEEK- DRIES VAN NOTEN

SS2021(Women)- Contract Designer for Jewellery

SS2020(Women)- Contract Designer for Jewellery and Bags

SS2017(Women)-Contract Designer for Accessory and Tassels for Capsule Collection

### NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Jury Member | Graduation Project-Jewellery 2018

### INDIA TODAY

Cover Story- Sept, 2015 | Trinket Trove - By Malini Banerjee

### CIMA-ART IN LIFE- 2019 & 2015

Participant | the only Jewellery Artist

### SALON DU CHOCOLAT - ZURICH&PARIS (2014)

Participant | the only Jewellery Artist

### LAKME FASHION WEEK - WINTER FESTIVE (2012)

TALENT BOX | SOLO SHOW-1st attempt

## **JEWELS OF INDIA**

**NEW DELHI, INDIA**

### ***Design & Marketing Head- Project | June 2011 - Jan 2012***

- Coordinated with various departments to ensure success for the project in terms of designing, marketing
- Supervised sales for the entire project and attained profitability.
- Trained the in-house design and marketing teams in understanding the project scope and its deliverables.

### ***Designer & Store Manager | Jan 2007 - Nov 2007***

- Supervised Store Operations which included maintenance, inventory management to sales and attending walk-ins
- Designed jewellery as per brief and inventory
- Visual Merchandising and in-store marketing advisory management

## **STERLING ORNAMENTS PVT. LTD**

**NOIDA, NCR, INDIA**

### ***Senior Designer | Feb 2008 - Jul 2008***

- Designed in accordance with International Market parameters.
- Pitched designs, both in-house as well as custom made, to international clients.
- Sold successfully 2 collections and advised the marketing team to achieve growth in secondary sales.

## **COLLABORATIONS**

- **IVORY HUES by MANJU SINHA** (2013 - present)  
Developed Jewellery Collections in collaboration with the renowned Porcelain Artist
- **ARTE- ALTER** (2018-present)  
Artistic collaboration with focus on brand building and social media/Online presence
- **SHAMLU DUDEJA- Kantha revivalist, Chairperson of SHE** (Oct,2016)  
Developed Jewellery Collection for a show commemorating 30 Years of Kantha.
- **GARO** (Lakme Fashion Week: Winter-Festive 2016)  
Developed Earrings and Embroidered Cuffs for the show
- **KHEM** (Lakme Fashion Week: Winter-Festive 2015)  
Developed Necklaces and Bracelets for the show
- **GARO** (Lakme Fashion Week: Summer-Resort 2013)  
Developed Bib Necklaces for the show

## **ACADEMIC PURSUITS**

- 2009-2010 : PG Diploma in Human Resource Management- Symbiosis University, Pune, India
- 2008-2009 : PG Certificate in Decorative Arts - Nottingham Trent University, UK
- 2008: Certificate in Industry Oriented Design- Indian Institute of Gems & Jewellery, New Delhi, India
- 2006-2007: Diploma in Jewellery Designing & Technology - ENSIGN, KVIC, Government of India, New Delhi, India
- 2002-2005: Bachelor of Arts - Lady Shri Ram College, Delhi University, New Delhi, India

## **OTHER INTERESTS**

- Music: Listening & Singing (Formally Trained)
- Gardening & Nature Walks: Inspires me.
- Photography & Videography

## **LANGUAGE PROFICIENCY**

- ENGLISH (ADVANCED)
- HINDI (ADVANCED)