



NEHA R. SHARMA

PROFESSIONAL EXPERIENCE

RELIANCE JEWELS KOLKATA, WEST BENGAL, INDIA

Regional Head of Design | Aug 2021 - present

- Overall Regional Design responsibility in terms of Research, Design and Proto Development for East and North regions
- Overall responsibility of select Pan India Collections.
- P&L and T&D responsibility of Regional Design team in close coordination with HO
- Instrumental in conceptualisation and proto development of the Youth Format at Reliance Jewels
- Instrumental in introduction of relevant products for Regional Refresher Lines which has led to repeat orders
- Won Retail Jeweller India Award 2022 for Millennial Jewellery at Mumbai

CONTRACT DESIGNER & DESIGN CONSULTANT

2015 - 2021

- 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 - 2021

- 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.

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
- Product Development
- Gemmology
- Diamond Identification
- Jewellery Manufacturing Techniques
- Costume Jewellery
- Embroidery

ACHIEVEMENTS

DRIES VAN NOTEN-PARIS FASHION WEEK

2017-2022 (Women)- Contract Designer for Jewellery, Bags and 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)

SOLO SHOW-1st attempt

**NATIONAL INSTITUTE OF FASHION TECHNOLOGY
KOLKATA, WEST BENGAL, INDIA**

Guest Faculty | Aug 2018 - 2021

- 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.

**STERLING ORNAMENTS PVT. LTD
NOIDA, NCR, INDIA**

Design Consultant | Apr 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.
- Assisted the marketing team in making promotional material for pitching to clients.

COLLABORATIONS

• **IVORY HUES by MANJU SINHA** (2013 - 2021)

Developed Jewellery Collections in collaboration with the renowned Porcelain Artist

• **ARTE- ALTER** (2018-2021)

Artistic collaboration with focus on brand building and social media/Online presence

• **SHAMLU DUDEJA- Kantha revivalist, Chairperson of SHE**

Developed Jewellery Collection for a show commemorating 30 Years of Kantha. (Oct, 2016)

ACADEMIC PURSUITS

- 2009-2010 : PGD in Human Resource Management- Symbiosis University, Pune, India
- 2008-2009 : PG 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

**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 | Jun 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

• **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

OTHER INTERESTS

- Music: Listening & Singing (Formally Trained)
- Travel
- Architecture

LANGUAGE PROFICIENCY

- ENGLISH (ADVANCED)
- HINDI (ADVANCED)