



AMANDA AZADI

FASHION APPAREL DESIGN & PRODUCT DEVELOPMENT |

WWW.AZADIATELIER.COM

PROFESSIONAL SUMMARY

FIT Graduate with 25 years of experience in the fashion and luxury goods industry.

Extensive background in fashion and experience as an entrepreneur presents a dynamic environment suited for rapid business growth and practical management skills. Additionally, an international manufacturing management background yields an excellent intercultural and interpersonal skill sets tailored for this industry.

WORK HISTORY

OWNER* BESPOKE • HOUSE OF LORDS, CORONA DEL MAR, CA • 12/2020 – PRESENT

Refined bespoke tailored suits, shoes, and accessories made to measure/order for men and women. They were designed to add personal fitting, fabrication, style, flair, and impeccable touch.

- Create luxurious garments for the individual
- Responsible and oversee for end-to-end vendor management process.
- Source fine fabric globally and manage material tracking, including raw, open market, and trims.
- Plan and attend tradeshow and factory visits globally.
- Work with translation production service.
- Organize, coordinate, and records all samples and product testing.
- Advise team members on global logistics, import, and export compliance.
- Confirm and track HTS codes for importing and exporting globally.

SENIOR TECHNICAL DESIGNER • HAUS OF GREY, LOS ALAMITOS, CA • 5/2017 – 11/2020

A contemporary high-performance active/sports/golf label Men's and Women's apparel company is producing a multitude of products carried at thousands of retailers across the country

- Created and managed tech-packs in Excel And Adobe Illustrator for overseas vendors from beginning to end life-cycle ~ responsible for end-to-end vendor management process.



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SKILLS

Industry Skills

- Fashion Illustration – hand-sketches
- Vendor Relationship Management
- Domestic/International Manufacturing
- Management
- Merchandising
- Textile/Trim/Embroidery Sourcing
- Tradeshows
- Patternmaking: Draft/Drape
- Textile design/develop/solvents/washes/dyes/finishes/processes
- Engineer Cutting
- Tailoring/Bespoke
- Trend/Market Forecast
- Editorial Styling
- Industrial Machine Operation.
- Mood Boards
- International Business

- Measured each sample, compared to technical sketch, and BOM to purposely guide product development and production on garment construction and global labeling standards.
- Line review with the first, second, and third fitting of a sample to hand-off, development, and final tech packs to the factory.
- Arrange size range of samples for pre and post-production approval with the factory.
- Managed projects according to the timeline and seasonal changes.

SENIOR TECHNICAL PATTERNMAKER/DESIGNER/PRODUCT DEVELOPER • JONATHAN SIMKHAI. LOS ANGELES, CA • 5/2016 – 8/2017

A thriving high-end fashion label apparel company is producing a multitude of products carried at thousands of retailers across the country

- Developed products and lines for specific customers and built lasting business partnerships that resulted in an increase of over 40% in sales
- Created ladies' fashion lines including sweaters, knitwear, shirts, and sportswear (woven), developed textiles and prints, and oversaw high-quality standards for large fashion brands.
- Attend any SMS meetings and participate in discussions on garment finishing and construction details.
- Work with the Studio Coordinator to maintain a system for patterns both physically and digitally.

CEO/CREATIVE DIRECTOR • C'EST CHOUETTE COUTURE, INC. LOS ANGELES, CA • 1/1998 – 3/2016

A thriving private label fashion apparel company produces many products carried at thousands of retailers across the country. Includes Macy's, Sak's Fifth Avenue, Nordstrom's, and Neiman Marcus - Is a Mother company to many divisions (children's,



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- Technical Grading, Marking, & Textile yield & plot.
- Tech Packs
- Technical Garment Construction/Fittings
- Color Theory
- Import/Export Brokerage - HTS codes
- PLM
- Lookbooks
- BOM

Computer Skills: PC & Mac:

- Adobe Photoshop
- Adobe Illustrator
- MS Word
- MS Office
- MS Window
- MS Excel
- MS Outlook Express
- Lectra ~ Modaris
- Micrografx
- Optitex
- VM Ware Station

women's and men's wear) d.b.a. Pastels, That's Splendid!, Amanda Azadi Atelier, Asquared Atelier, & C'C. Couture.

- Senior Operating Executive with full strategic – planning and P&L management responsibility for Canada, North/South America, including Caribbean, Middle East, Europe, and Asia – Maintained complete autonomous decision-making authority for a mentioned market.
- Established strong team relationships to maintain and support the business and developed relationships of trust with overseas suppliers through visits and regular communication and instructed factories on production quality.
- Procured and managed outside consultants, including showrooms and sales representatives in NYC, LA, Atlanta, Dallas, NW territories, Middle East. Asia, Canada, and Europe.
- Build strong brand awareness through collaborations while amassing a large social media following.
- Liaised between customers (buyers) and manufacturing to design a new product.
- Reviewed processing schedules and production orders concerning inventory requirements, staffing requirements, work procedures, duty assignments, responsible/considering budgetary limitations, strategic planning, sales forecasting, product pricing, and margin management to increase profitability.
- Responsible and oversee for end-to-end vendor management process.
- Source fine fabric globally and manage material tracking, including raw, open market, and trims.
- Plan and attend tradeshow and factory visits globally.
- Work with translation production service.
- Organize, coordinate, and records all samples and product testing.



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Awards, Editorial Publication Events & Patents:

- Fashion Styling published in Vogue, British Vogue, Italian Vogue, L'Officiel, Marie-Claire, In-Style, Elle, Nylon
- Fashion Styling performed back-stage at events such as the 1998 French World Cup with Yves Saint Laurent
- Red Carpet Event for the Oscars, Grammys, Emmy's, and Music Award.
- Fashion Styling Celebrities and Models such as Lady GaGa, GiGi Hadid, Bella Hadid, Rosario Dawson, The Kardashians, Vanessa Hudgens, Annalynne McCord ~ to name a few.
- Received the 1998 Fresh Face Awards granted by Children's Business kid's fashion industry magazine for "Innovative & Most Sold Nationwide Designer of the Year."
- Received the 1998 Ernie Awards granted by
- Advise team members on global logistics, import, and export compliance.
- Guide product development and production on garment construction which includes fitting as well as global labeling standards.
- Confirm and track HTS codes for importing and exporting globally.
- Work with third-party certification and testing services.
- Develop vendor guidelines, scoring system, and confirm compliance.
- Guide product development and production on garment construction and global labeling standards.

MERCHANDISER/CREATIVE • LUXURY JEWELS OF BEVERLY HILLS • BEVERLY HILLS, CA • 1/2000 – 1/2012

CREATIVE/MERCHANDISER • FRANCESCO SANTORO OF BEVERLY HILLS • BEVERLY HILLS, CA • 1/1998 – 3/2016

WARDROBE STYLIST • CHANEL • LOS ANGELES, CA • 1/1998 – 1/1999

WARDROBE CONSULTANT/STYLIST • SAINT LAURENT • NEW YORK CITY, NY • 3/1995 – 1/1999

ACCOUNT EXECUTIVE • DIOR • NEWPORT BEACH, CA • 3/1993 – 1/1995

STYLIST • ANDRE PASCAL SALON • LAGUNA BEACH, CA • 8/1988 – 1/1991



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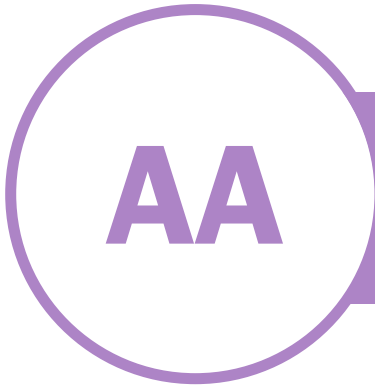
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Children's Business
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magazine for "Innovative
& Most Sold Nationwide
Designer of the Year."

- My Story and business featured in "Kiddie Couture" - kid's fashion industry magazine Earnshaw's.
- Patent and design color and print are changing pile-fur textile set temperature.

EDUCATION

BACHELOR OF ARTS/FASHION DESIGN & MERCHANDISING • 5/1991 • FASHION INSTITUTE OF TECHNOLOGY (FIT) • NEW YORK CITY, NY.

BACHELOR OF SCIENCE/BUSINESS MANAGEMENT/MATHEMATICS AND ECONOMICS • 6/1989 • UNIVERSITY OF CALIFORNIA SAN DIEGO (UCSD) • SAN DIEGO, CA.

FASHION TECHNOLOGY • LOS ANGELES TRADE TECH • LOS ANGELES, CA.

FINE ART/GRAPHIC DESIGN • SADDLEBACK COLLEGE • MISSION VIEJO, CA.



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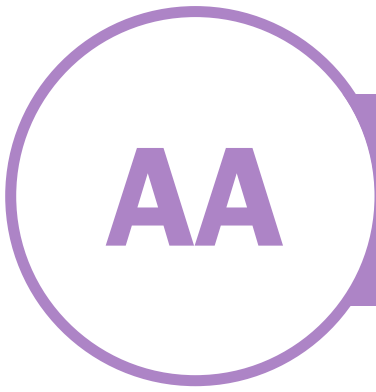
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