

SANSKRITI BASNET

STYLIST & VISUAL MERCHANDISER

SUMMARY

Fashion management and styling professional specialising in womenswear, creative direction and visual merchandising, currently shaping the visual identity of three Arvind Fashions brands through impactful, commercially driven fashion storytelling.

CONTACT:

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Bengaluru

SKILLS:

- Styling
- Creative direction
- Visual merchandising
- Season launch execution
- Planograms
- Campaign Management
- Influencer & content styling
- Trend Research

EDUCATION:

B.SC. IN MASS COMMUNICATION & CINEMATOGRAPHY

St, Xaviers College, Kolkata

MASTERS IN FASHION MANAGEMENT

National Institute of Fashion Technology (NIFT), Kolkata

LANGUAGE:

- English
- Hindi
- Nepali
- Bengali

EXPERIENCE:

ASSISTANT MANAGER - STYLIST & VM **2025-PRESENT**

ARVIND FASHIONS LIMITED - WOMENSWEAR

- Lead womenswear styling & visual direction across Flying Machine, U.S. Polo Assn. & Arrow.
- Lead campaign, catalogue & e-commerce shoots from styling to execution.
- Drive U.S. Polo Assn. womenswear VM across 100+ stores pan-India.
- Review styling decks and guide junior stylists.

MANAGEMENT TRAINEE - STYLIST & VM **2024-2025**

ARVIND FASHIONS LIMITED - WOMENSWEAR

- Executed campaign, catalogue & e-commerce styling for U.S. Polo Assn.
- Led pan-India VM execution and brand presentation.
- Styled Flying Machine campaigns & influencer collaborations.

GRADUATION PROJECT INTERNSHIP - STYLIST & VM **4 MONTHS**

ARVIND FASHIONS LIMITED - FLYING MACHINE MENSWEAR

- Executed campaign styling for Flying machine
- VM execution and brand presentation.
- Styled Flying Machine social media content & influencer collaborations.

SUMMER INTERNSHIP - VM **2 MONTHS**

- VM execution and brand presentation.
- Trend research & in depth brand learning