

Rajaneesh Hukkeri

DESIGNER - MENSWEAR

MENSWEAR DESIGN LEADER WITH
20 YEARS EXPERIENCE IN APPAREL AND FASHION DESIGN.

SPECIALIZATION : DESIGN | PRODUCT | BRAND STRATEGY
EXPERTISE : FORMALWEAR | CASUALWEAR | STREETWEAR |
SPORTSWEAR | LICENSED MERCHANDISE.



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WORK EXPERIENCE

MENSWEAR DESIGN LEAD

APPAREL GROUP – Design & Sourcing
division

08/2021 - Present

Dubai

Achievements/Tasks

- Heading the design for all Menswear Private labels and In-house brands
- INHOUSE BRANDS : BENSHERMAN | CHAMPION
- PRIVATE LABELS : MOSSIMO | AEROPOSTALE | REEARTH BORN URBAN | NOT-ORDINARY | REAL MADRID FC

Design Head

Break bounce India Pvt. Ltd.

01/2018 - 05/2021

Achievements/Tasks

- Spearheaded menswear streetwear design & product development.
- Managed product cataloguing, product shoots & campaign.
- Created commercial designs that reflected the conceptual direction and business strategy of the company.

Creative Head of Studio

Bang-on-International Raised on Denim

06/2015 - 01/2018

Achievements/Tasks

- Creative Head and Design Head for brand Bluesaint, Menswear and Womenswear Casualwear.
- Engaged in product design, sourcing and style development for studio in-house brands of XOYO, STYX & STONE and celebrity brand SHELTR and ROWDYWEAR, from design to product development.
- Steered efforts in Accessory Design for Heckler and Chesterman.

Design Manager

Aditya Birla Group - Madura Fashion & Lifestyle (Brand- VanHeusen)

01/2004 - 03/2013

Achievements/Tasks

- Front-led category design for Formal wear and Casual wear.
- Seasonal direction and range development for Suits, trousers, knits, and shirts.
- Design Lead in launch of VH Sport as a sub brand.

EDUCATION

2003: Diploma in Fashion Design Information Tech., from National Institute of Fashion Technology

2000: Graduation in Commerce and Economics from Sindh College of Commerce.

AWARD & ACHIEVEMENT

Best Retail Employee

Apparel Group

- For exceptional performance in Design (2023)

CORE COMPETENCIES

Brand Management | Brand Curation | Fashion Designing | Apparel Designing | Visual Merchandising | Fashion Styling | Range Merchandising | Launch Customize | Cataloguing | Fashion Shoot.

CELEBRITY & CULTURE

ROWDYWEAR

Launch of a new brand ROWDYWEAR by actor and celebrity Vijay Devarakonda, in collaboration with marketing agency and raised on denim.

Ghajini (Movie Merchandise)

Van Heusen Sponsored merchandise creation for go to market, for movie 'GHAJINI'. Special ensemble design for lead actor and personalized brand campaign shoot and promotions.

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

Kannada
Native or Bilingual Proficiency

TECHNICAL & SOFT SKILLS

Range Design | Graphic & Illustration | Adobe | Windows | Communicator | Innovator | Team Builder | Critical Thinking | Commercial success | Built and Lead high-performing teams | Enhanced morale | Cross-group collaboration | Staff development | Talent management.