

# DISHA LULLA

• Lingerie, Swim & Nightwear Designer •

## ABOUT

"I am First Class Contour Fashion Graduate from De Montfort University, UK.

My vision is fast paced, forward thinking and fashion centred; Social Work & Sustainability are at its core & all of my work reflects these ideals. I have completed my placement year At Studio Pia in London. During the Covid-19 lockdown I started my own business making and donating masks, my contribution was recognised by getting featured on multiple new channels such as BBC news and BBC Radio"

## SKILLS

- Multi-Tasker
- Quick learner
- Resilient
- Bravissimo Brand & Product Knowledge
- Communication skills
- Team Player
- Bi-lingual - English, Hindi
- sales & Customer service skills
- experience with POS/inventory management system
- Bra- Fitting knowledge
- Well organized and creative
- Hard-working

## EXPERIENCE

- September 2022**      **Junior Designer - Panache Lingerie Ltd, Sheffield**
- May 2022-September 2022**      **Production Assitant - Intimate Apparel Samples, London**
- Assisting with Tech-packs and fit issues. General admin duties.
  - Helping with production and construction of a variety of swim, sports, lingerie garments
- December 2021 - March 2022**      **Fit Consultant - Bravissimo, Birmingham**
- Conducting fitting with customers, helping them find the right size and style for their body type. Moreover, understanding the buying trends and choices along with identifying the key issues women are facing with lingerie
  - Helping with general store duties - working on the shop-floor, arranging the stockroom, helping the customers
- April 2020 - Present**      **Founder, Designer & Blogger - Disha Lulla Design**
- Setup the brand with the vision of "giving back to the society and the environment" started by making and donating masks to those who needed it the most during peak lockdown in April 2020.
  - Started selling the masks & other products both offline and online on [www.brownliving.com](http://www.brownliving.com), Propshopp 24, Ecosattva & Sustainkart, where a part of sales went towards planting trees.
  - Donated More than 2000 face masks, 60 litres of hand sanitiser, 8,000 vitamin C tablets, 10,000 oral rehydration solution patches, sanitising pumps, infrared thermometers to the Indore police department. Donated 120 & counting trees till now.
  - Started a Blog focusing on basic Lingerie issues and also featuring Designers for exclusive interviews such as Studio Pia, Roshni Desai Designs.
- October 2019 - June 2020**      **BOH & Inventory - Glossier Pop-Up, London**
- Organising the stock room and maintaining inventory
  - Packing Orders with attention to detail
  - Meeting & dealing with clients from all across the world
- May 2019 - August 2020**      **Studio Assistant - Work placement, Studio Pia, London**
- Assisting with production by cutting fabrics for high quality luxury Lingerie & Robe samples
  - Pattern Drafting, Cutting, working with luxury fabrics
  - Assisting with E-commerce & Campaign shoots
  - Design Development / Tech Drawings
  - Market & Trend Research for upcoming collections and sectors
  - Costing for new garments
  - Helping with Technical packs

**October 2018 - Present** **Student Ambassador, De Montfort University, Leicester**

- Representing and promoting the University to prospective students
- Leading course facilities tours and providing interview support
- Creating and participating in promotional content for the University

**September 2018 - June 2019** **Applicant Relationship Manager, De Montfort University, Leicester**

- Maintaining accurate information within the University's databases
- Providing support and guidance to prospective students.

**April 2017 - June 2017** **Contour Fashion Coordinator at De Montfort University, Leicester**

- Assisted with the organisation and creation of exhibitions showcasing Elissa Poppy's Luxury Latex Lingerie at DMU

## ACADEMIC QUALIFICATION

**Sep 2017 - Present** **BA (Hons) Contour Fashion**  
**De Montfort University, Leicester**

**Sep 2016 - July 2017** **IYZ Foundation in Art and Design**  
**Leicester International Pathway College, Leicester**

**2004- 2016** **1ST-12TH, CBSE BOARD**  
**The Daly College, Indore, India**

## CERTIFICATIONS

- The Fundamentals of Digital Marketing by Google (May 2020)
- Fashion Styling and Image Making by BOF (May 2020)
- The Art & Science of Buying and Merchandising by BOF (May 2020)
- Build a Direct to Consumer Brand by BOF (June 2020)
- Digital Marketing by BOF (June 2020)



## ACHIEVEMENTS & RECOGNITIONS



- Semi Finalist (Top 4) for The Link Competition, by Mare di Moda in Cannes (Final results Nov, 2022)
- Selected on the **DMU global trip to Los Angeles**, US to visit educational establishments such as USC to learn more about business and entrepreneurship.
- Received **"Highly commended" from Lounge underwear**, for my external client project featuring **glow-in-the-dark lingerie collection**. (February 2022)
- Awarded **The Roadley Award for sustainable innovation 2021-2022** for my Final Major Project by De Montfort University. (January 2022)
- Awarded the **'Student Leadership' Award** for work towards decolonising DMU, by working as a Race associate & Advisor. (2022)
- Awarded the **'Aprajita award' for social work** by DCBS ( March 2021)
- Awarded the **School of Fashion & Textiles - Contour Fashion: Student Accomplishment & Public Service Award** (August 2020)
- Featured on **Teaindia.uk and Keith Spicer's** website as a soulmate & collaborated with them to launch exclusive masks for the company in United Kingdom (August 2020)
- Invited **On air on the Ady Dayman show and the Mid-Morning show with Ben Jackson on BBC Radio Leicester** to talk about contributions during the covid period ( July - September 2020)
- Featured on **BBC News for the contributions during the covid pandemic**.
- Conducted a **"2-Day Art Bootcamp and represented DMU"** as a teacher's assistant along with tutors in DC, India in 2019
- Invited as a **guest speaker** on 'Experiences with DMU and beyond on Contour and Fashion Design - How to Leverage the Possibilities!' in UK at Daly College Business School, India in 2019
- Elected as a **Student Representative** by my peers in Leicester International Pathway College Board in 2016 -2017
- Elected as **Course Representative** by my peers for Art and Design Foundation in Leicester International Pathway College Board in 2017
- **Head of Social Media** for the Iartde final degree show in 2017
- Awarded the **King Constantine Medal for Excellence** in round square activities in Daly College, India in 2016.
- Awarded **Duke of Edinburgh Award Bronze Level**, Daly College, India in 2015
- Awarded **Sliver & Bronze badge for Fine Arts** in Daly College, India in 2015 and 2016.

## HOBBIES & INTERESTS

- Community service & Volunteering with women empowerment programs and helping set up self help business in remote villages in india.
- Watching movies and listening to music
- Travelling and understanding different cultures
- Resin & Fluid Art Paintings

## CONTACT DETAILS

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