

Anshika Singh

5 Years 1 Month Overall Experience

Competent professional with 5 years of experience across the fashion value chain, having worked with global and Indian brands such as Inditex (Zara) and Reliance Brands Ltd. Skilled at cross-functional collaboration, structured thinking and a proactive approach to problem-solving in dynamic, fast-paced environments, with a focus on driving strategic outcomes and achieving business goals.

Industry

- Fashion Retail
- Supply Chain Operations

Functional Areas

- Vendor Management
- Merchandising & Buying
- Retail Planning
- Product Development
- Sourcing
- Supply Chain Operations
- E-commerce Operations

Education

Indian Institute of Management, Indore

MBA

2025-2026

National Institute of Fashion Technology, Mumbai

Master of Fashion Management

2020-2022

Footwear Design and Development Institute, Noida

Bachelor of Design

2013-2017

Certification

Changemaker Summer School Programme

Attended summer classes at Northampton University, UK as part of student exchange programme during bachelor's

2015

Accomplishment

Certificate of Project Completion, Tata Trent Ltd.

Shortlisted from the batch during master's at NIFT, Mumbai to work with Tata Trent's Strategy team on a certified project. Conducted market research on premium Indian occasion wear and delivered insights aligned with brand launch objectives.

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Experience

Reliance Brands Limited

1 Year 10 Months
Senior Executive

Jun' 22 - Mar' 24

- Led fashion retail buying for 30 stores pan India, curating assortment mix and seasonal ranges aligned with global brand strategy and sales analytics, boosting revenue
- Optimized inventory through SKU-level planning, leveraging demand forecasts, competitor benchmarks and timely replenishments
- Directed in-store execution via product training and visual merchandising alignment, enhancing customer experience and brand consistency
- Managed e-commerce operations with product managers, improving site visibility and revenue
- Spearheaded end-to-end launch of a new shirt brand, from sizing and collection curation to market positioning
- Conducted market visits to do competition benchmarking and gather customer insights to refine assortment mix

Inditex

3 Year 4 Months

Product Developer

Apr' 17 - Aug' 20

- **Led end-to-end product development for the footwear category**, overseeing sample development, vendor management and quality control to meet global standards, cost targets and timelines
- **Conducted regular factory visits to monitor sample progress, provide design and technical inputs**, ensure quality standards and track timelines for on-schedule delivery
- **Acted as a key link between Spanish headquarters and Indian vendor base** ensuring seamless communication
- **Improved development lead time by ~33%** through process optimization and streamlined the sample review and approval cycles
- **Conducted market visits** for trend insights and material inputs
- **Drove sustainability compliance** by training vendors on raw material sourcing & process guidelines in alignment with Inditex requirements
- Worked on special projects with footwear and accessories director