

PARRIE CHHAJED

London, UK | +44 7721445745 | parriechhajed@gmail.com |
[LinkedIn Profile](#) | [Instagram Profile](#) | [Substack Profile](#) | [Website](#)

EDUCATION

MA. FASHION DESIGN MANAGEMENT (September 2026– Present)
 LONDON COLLEGE OF FASHION, UAL

B.Des Fashion Design (June 2022 – August 2026)
 ISDI Parsons, ATLAS SkillTech University

INTERNSHIPS AND WORK OPPORTUNITIES

FASHION FORECASTER (June 2026– July 2026)
STYLUMIA – Bangalore

- Researched and created trend reports on fashion garment trends and styles for upcoming seasons
- Contributed to 4 SS27 seasonal trend reports
- Developed brand curated trend reports for AJIO and HRX, tailoring insights to each brand's aesthetic

 (April 2026)

RETHINKING THE ROLE
IFFTI (RMIT) – VIETNAM · Research Paper

- The evolving role of the fashion designer in response to the increasing use of AI and generative design tools.

RETHINKING TREND FORECASTING (April 2026)
IFFTI (RMIT) – VIETNAM · Research Paper

- From Predictive Models to Regenerative Fashion Futures

CRAFTING FUTURES (April 2026)
IFFTI (RMIT) – VIETNAM · Research Paper

- How India's Local Fashion Practices Shape Regenerative Sustainable Systems

FASHION WRITER (June 2025 – November 2025)
AUTRE MAGAZINE – USA

- Researched and authored analytical articles on fashion, art, and culture, exploring global trends and designer narratives with a critical lens.
- Wrote and published 12 articles for a global fashion and culture audience

FASHION DESIGN AND MERCHANDISE (June – August 2024)
GOPI VAID – Mumbai

- Supported the design and merchandising team with sampling, trend research, and product coordination for the luxury prêt collection.
- Contributed to the Festive 2025 collection, showcased at Dubai Fashion Week

CLUB SERVICE DIRECTOR (July 2023 – June 2024)
Rotaract Club of ATLAS – Mumbai

- Led creative event initiatives, managed inter-club collaborations, and supervised project execution focusing on cultural and community engagement.

FASHION INTERN (May – June 2023)
RSR by Riti Rahul Shah – Pune

- Assisted in design development, material research, and studio operations, gaining hands-on experience in luxury craftsmanship and conceptual design processes.

GRAPHIC DESIGN INTERN (June – August 2022)
Art Rekha – Pune

- Worked on developing the website and co-ordination with artists

CERTIFICATIONS

Fashion Systems - PARSONS 2024
 Fashion Design - PARSONS 2024
 Fashion as Design - MOMA 2023
 Google India Code To Learn 2013
 Microsoft specialist Word and PowerPoint 2017

KEY SKILLS

- Fashion Criticism & Cultural Commentary
 - Research and Analysis
 - Trend Forecasting
 - Illustration Drawing
 - Visual Communication
 - Project Management
 - Clo3D
 - Social Media Content Creation
- Adobe Suite (Photoshop, Illustrator, InDesign)
 - Procreate
 - Microsoft Suite (Excel, Word, PowerPoint)
 - Garment Construction
 - Draping
 - Critical Thinking
 - Collaborative Working