



# SHALU NEHRA

DESIGNER / RESEARCHER / EDUCATOR

## CONTACT

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Rohtak, Haryana

## EDUCATION

2019 – 2021

**DLCSUPVA, RTK**

- Master of fashion Design (with honours)

2014 – 2018

**DLCSUPVA, RTK**

- Bachelor of Fashion Design

2014

**VAISH GIRLS SR. SEC. SCHOOL, RTK**

- 12<sup>th</sup> (commerce)

2012

**VAISH GIRLS SR. SEC. SCHOOL, RTK**

- 10<sup>th</sup>

## PROFILE

A dedicated Fashion Design educator with years of experience in both industry and academia, committed to fostering creativity, technical skills, and innovation in students. Expertise in curriculum development, design methodologies, and the integration of modern fashion technologies. Passionate about mentoring the next generation of designers and cultivating an engaging, collaborative learning environment.

## WORK EXPERIENCE

### DLCSUPVA

2023 – PRESENT

Assistant Professor – Fashion Design

- Teaching both theoretical and practical subjects to B.Des and M.Des Students, including: IPR, Fashion Marketing subjects, Fashion Production, Advance Pattern making & Garment Construction etc.
- Designing and updating curriculum to align with industry trends and academic standards.
- Monitoring students for academic growth, Internship and Final Thesis/Dissertation.
- Promoting research culture by encouraging students to explore contemporary fashion issues, sustainability, and innovation.

### Vastrasoul

2021 – 2023

Designer

- Designed seasonal collections aligning with current fashion trends, customer preferences, and brand identity.
- Worked closely with pattern masters and sampling teams to translate concepts into finished garments.
- Conducted market research and trend analysis to guide design development and product positioning.

### kidofy India

2018 – 2019

Designer in kids wear

- Designed innovative and age-appropriate clothing for infants, toddlers, and young children, aligning with seasonal trends and brand aesthetics.
- Researched fabrics, trims, and prints suitable for kids wear, focusing on comfort, safety, and durability.
- Contributed to the brand's growth by consistently delivering fresh, creative, and functional kids wear designs.

## SKILLS

- Design Thinking
- Pattern Making
- Garment Construction
- Fashion marketing & Management
- 3d/Advance PM-GC
- Intellectual property Rights
- Fashion production
- Draping

## SOFTWARES

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Corel Draw
- Microsoft Office
- Powerpoint

## DESIGN REGISTRATION

### Nail Polish Color Identifier and Applicator

- Registration No. : 449272-001
- Date Of Registration : 25/02/2025

## ACCOMPLISHMENTS

### Academic & Cultural Coordination

- Served as Faculty Coordinator for DLC SUPVA students in the 37th Inter University North West Zone Youth Festival – "Rang Tarang 2021", organised by MDU.
- Acted as Faculty Coordinator for DLC SUPVA students participating in the Inter-Institute Fashion Show Competition at Amity University, Noida. The team secured 2nd Prize in the competition.

### Exhibition

- Development & Exhibition of macrame products in SVAPN Ajeevika Mart Panchkula in July 2022.
- Development & Exhibition of hand block printed items in Saras Fair Gurugram in April 2022.
- Exhibition of Heritage of Haryana in 21<sup>st</sup> national youth Festival in MDU in 2017.

### Other Activity

- Participated in Fashion show organised by World School of Design Sonipat, and won 2<sup>nd</sup> Prize in 2017.
- Participated in Haryana Fashion show in SurajKund craft Mela Faridabad in 2017
- Modeling and backstage work in Fashion show organised by DLCSUPVA, Rohtak in 2015-2016

## FACULTY DEVELOPMENT PROGRAMME

- Five day professional Development Programme on **"Research Methodology"** conducted by Education and Educational Management Department at National Institute of Technical Teachers Training and Research (NITTTR)/ Chandigarh.
- Attended One week online short- term course entitled **"Advancements in Garment Technology (AGT-2024)"** organised by Department of Textile Technology Dr. B. R. Ambedkar national Institute of Technology, Jalandhar (Punjab).

## WORKSHOP

- participated in One Day Online National Workshop on **"Research Paper writing using AI Tools"** organized by Research and development cell, Arya Kanya Mahavidyalya Shahabed Markanda (Haryana)

## SOFT SKILL

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- Team Work and leadership
- Patience
- Good learner & listener
- Hard-worker

## LANGUAGES

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- English
- Hindi

## RESEARCH AND PUBLICATIONS

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### Book publications

- Rikhil Nagpal, Sheetal Sharma and **Shalu Nehra**. Sustainable Fashion | Bathrobes (2023), International Publication, ISBN: 978-81-967256-0-0, LWRN Studio.
- Rikhil Nagpal, Ashi, **Shalu Nehra** and Dr.Shelly Khanna . Dungeons & Denim (2024), International Publication, ISBN: 978-81-967256-2-4, LWRN Studio.

### Research Paper Presentation & publications

- Ms. Deepshikha Phogat, Dr. Shelly Khanna, **Ms. Shalu Nehra** and Mr. Vishal Dwevedi. **Unveiling a Paradigm shift in Fashion Design through circularity: A Khadi Capsule with Reintegrated Elements and Jute Accessories**. 19<sup>th</sup> Romanian Textile and Leather Conference, Lasi, Romania (CORTEP 2024).
- A paper presented in National Seminar on Entrepreneurship & Skill Development in the Modren Business landscape (2024). Paper Title : **Applications of Artificial Intelligence : The Way of New World.**

## PROJECTS IN PROGRESS

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- **Design Registration:** Currently working on registering original fashion design under the Indian Design Act.
- **Book Writing:** Co-Authoring a book titled **"Redefining Fashion: Exploring Consumer perceptions of up-cycled Garments in Sustainable Design Practices"** focused on [Sustainable Fashion Practices in India]; currently in manuscript development stage.
- **Research Paper (In Progress):** Authoring a paper titled **"Development of Pollution- Indicating Clothing: Integrating Wearable Technology for Environmental Awareness"**, aimed for publication in a peer-reviewed fashion or design journal.