

SACHIN KHANNA

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PROFILE

Design leader with **20+ years** across fashion, surface development and creative direction, combined with strong business and sales leadership. Proven track record of delivering impactful collections, leading teams and building brands — from established fashion houses to my own label. A trained **hyper-realism artist** (100+ works) who brings exceptional attention to detail and visual storytelling into every creative and commercial endeavour. Currently leading sales at Magppie Wellness Kitchen, driving growth, client relationships and market expansion.

EXPERIENCE

- | | |
|--|----------------|
| Sales Head <i>Magppie Wellness Kitchen</i> | 2026 – Present |
| <ul style="list-style-type: none">• Own sales strategy and business development for wellness-focused kitchen solutions.• Drive revenue growth, client acquisition and relationship management across key markets.• Align product offerings with customer needs while strengthening brand positioning and market presence. | |
| Professional Hyper-Realism Artist <i>Independent Practice</i> | 2024 – 2025 |
| <ul style="list-style-type: none">• Practise hyper-realism in pencil and charcoal, creating highly detailed, lifelike artworks.• Completed 100+ sketches with a strong focus on precision, texture, depth and visual storytelling.• Built a personal body of work reflecting advanced observation skills and artistic discipline, complementing surface-design expertise. | |
| Founder & Design Head <i>Sachin Khanna Signature Wear</i> | 2022 – 2023 |
| <ul style="list-style-type: none">• Established and led an independent label specialising in premium ethnic and occasion wear.• Ran an in-house sampling unit with a team of 10 artisans and tailors.• Supplied collections to multi-designer retail spaces including Ambawatta One and across North India.• Handled end-to-end operations: design, production, vendor coordination, costing and retail partnerships. | |
| Senior Design Head <i>Reliance Brands Limited</i> | 2021 |
| <ul style="list-style-type: none">• Led the design and presentation of embroidered sari collections.• Directed surface ornamentation across fashion-show garments.• Worked closely with the Creative Head for Satya Paul on show collections and overall design direction. | |
| Senior Design Manager <i>Satya Paul</i> | From 2006 |
| <ul style="list-style-type: none">• Developed and presented full seasonal collections; led print, surface and colour development. | |
| Senior Designer <i>J.B. Exports Ltd.</i> | 2005 |
| <ul style="list-style-type: none">• Developed ladies' knits and wovens for American and European buyers including Anthropologie, Pimkie and Bershka. | |
| Senior Designer <i>Aval Fashion House</i> | 2003 |
| <ul style="list-style-type: none">• Haute-couture western wear for a leading export house serving American and European buyers. | |
| Designer <i>Creative Edge Menswear</i> | 2002 |
| <ul style="list-style-type: none">• Menswear for a producer supplying brands including Denis Parker and Marc Shaffer. | |
| Designer <i>Frontier Bazaar</i> | 2000 |
| <ul style="list-style-type: none">• Indo-Western design for Frontier Bazaar and Frontier Cloth House. | |
| Designer <i>Hallmark</i> | 1999 |
| <ul style="list-style-type: none">• Men's ethnic and western wear, New Delhi. | |

SKILLS

Design & Surface	Surface ornamentation, embroidery, printing & foiling, print & colour development, sampling techniques
Software	Adobe Illustrator (CS6), Adobe Photoshop (CS6), CAD
Development	Research & development, trend forecasting, collection development
Leadership	Team leadership, vendor & production management, brand & sales leadership

EDUCATION

Fashion Technology & Management with CAD, IAD, New Delhi

Diploma in French, Alliance Française, New Delhi

Bachelor of Arts, Delhi University

Senior Secondary (10+2) — Fashion Designing & Textile Science, Cambridge School 1997

FREELANCE & CONSULTING

- Design consulting for **Looks Apparels (P) Ltd.** (Ashwani Narula).
- **Pink Pearls** — full ownership of a lingerie collection; authorised dealer for Triumph, Lovable, Jockey, Underlines and Daisy Dee.
- **‘Chicago’** — freelance designer for men’s casual shirts.
- Collaboration with designer **Mandira Wirk**; kids’ ethnic wear for **Hallmark**.
- On-the-job training at garment export house **Toy N Toy International**; two-month internship with renowned designer **Ritu Beri**.

REFERENCES

Puneet Nanda

Founder & Creative Director, Satya Paul

Masaba Gupta

Founder, House of Masaba

Ankur Sen

Founder & MD, Muse

Vinod Jain

Founder, Magppie Wellness Kitchen

Amit Arora

Managing Director, Aval Fashion Group

Mandira Wirk

Founder & Owner, Mandira Wirk

Pallavi Das

MD & Creative Director, Aaltaa

PERSONAL

Nationality: Indian ◇ Languages: English, Hindi ◇ Date of Birth: 12 October ◇ Marital Status: Married

“Where creativity meets strategy, and art drives meaningful impact.”