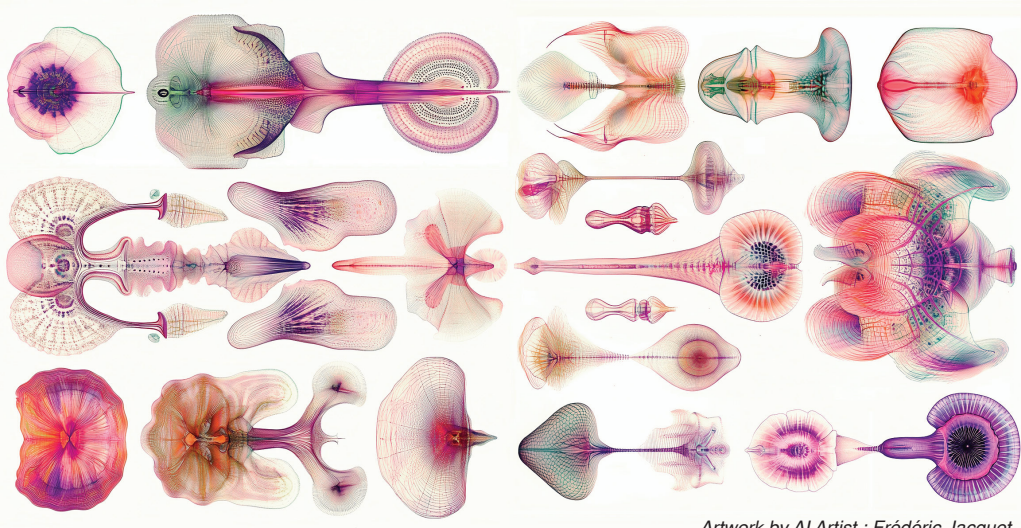
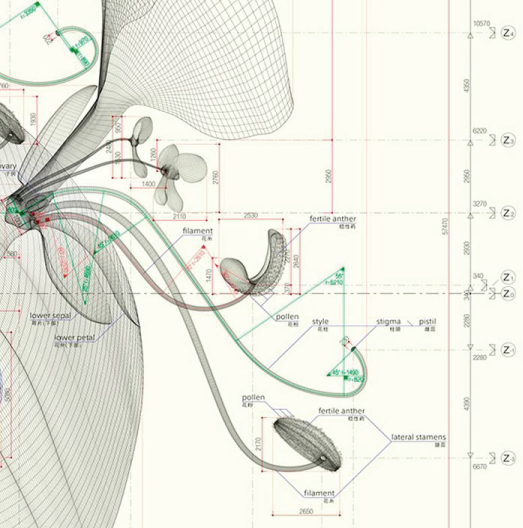




Artwork by AI Artist : Frédéric Jacquet

"Where patterns meet purpose , decoding trends with curiosity, precision, and design insight."— always mapping what's next."

Sayal P Elias

**Trend Forecaster /Consumer Insights /
Trend Strategist / Fashion Designer**

Republic Of Whitefield
Tower - C, Flat no: 1618,
Behind Divyasree Techno Park,
Bengaluru,
Karnataka - 560066

Phone : 7026625157

Email Id : sayalelias@gmail.com

 www.linkedin.com/in/sayalelias/

Portfolio Link : [www. sayalelias.com](http://www.sayalelias.com)

COVER LETTER

Dear Madam / Sir,

I am writing to express my interest in a role focused on trend analysis and fashion foretcasting within your organization. I hold a Master's degree in Fashion Trend Forecasting from Polimoda, Italy, and a Bachelor's in Fashion Design from Pearl Academy of Fashion. With 13 years of experience as a designer, I bring a strong foundation in both creative development and strategic insight.

During my time at Polimoda, I led forecasting projects for Trendstop at Pitti Immagine Uomo (Florence) and Pure London, gaining hands-on experience in macro and micro trend research, cultural analysis, and market translation. These experiences enhanced my ability to identify emerging trends and align them with consumer expectations and brand DNA.

I am passionate about decoding what's next and thrive in fast-paced, creative environments. I take pride in delivering clear, research-backed trend stories that inform design and business strategies. I'm proactive, detail-oriented, and constantly exploring new ideas to stay ahead in the ever-evolving fashion landscape.

Enclosed is my resume for your review. I would welcome the opportunity to contribute my forecasting expertise to your team and look forward to hearing from you.

Thank you for your consideration

Sayal p Elias

What I've Studied

Pearl Academy Of Fashion – Chennai 2006 - 2010
Ba Hons In Fashion Design – Affil To Nottingham Trent University, London
In-depth learning of woven design, pattern making, and construction with a holistic view of the product journey from concept to consumer.

Polimoda International School Of Design And Marketing, Italy 2012 - 2013
Master's In Trend Forecasting
Indepth Knowledge Of Forecasting A Trend, Analysing The Market And Other Socio Cultural Aspects.
Understanding A Brand And Mapping The Trend For The Brand.

Professional Experience

Reliance – Yousta Feb 2024 - Present
Trend Forecasting Manager (Menswear, Womenswear, Denimwear, Activewear & Kids)
Responsible for seasonal strategy planning for design, backed by in-depth runway analysis and market intelligence using platforms like EDITED and Centric. Focused on identifying product-level opportunities and aligning trend insights with brand direction across key categories.

Voi Jeans Jan 2021 - Nov 2023
Design Lead Manager (Shirt / Tshirt / Winter Wear / Denim / Woven Trouser)
Designed seasonal ranges across shirts, t-shirts, denim, and winter wear, guided by trend analysis and market insights. Used bestseller data to identify growth opportunities and evolve core styles. Supported marketing with collections rooted in seasonal storytelling.

Myntra April 2019 - Nov 2019
Designer Manager – Outerwear, Knits, Trousers & Blazers – Menswear
Led design for seasonal collections across core categories with a strong focus on trend forecasting and data-backed decision-making. Interpreted market insights and consumer trends to guide design direction. Supported marketing alignment through trend-led storytelling and range planning.

Van Heusen Nov 2014 - April 2019
Design Manager (Tshirt / Winter Wear / Woven Trouser / Blazer)
As a designer at Van Heusen Sport, I specialize in trend-driven design and product development for knitwear and outerwear, working across all seasons. Designing menswear at Van Heusen Sport by merging trend forecasting with seasonal product strategy—specializing in outerwear, knits, trousers, and blazers—driving innovation through consumer insights, fit, and fabric evolution.

Arvind - Megamart Oct 2013 - Nov 2014
Design Manager (Shirt / Tshirt / Winter Wear / Denim / Woven Trouser)
Led design and product development for RUGGERSYOUNG menswear. Mapped regional trends into shirts, trousers, tees, and outerwear. Gained sourcing knowledge and translated local consumer cues into trend-relevant assortments.

Derby Jeans Community Nov 2010 - March 2012
Assit Design (Shirt / Tshirt / Winter Wear / Denim / Woven Trouser)
Designed men's shirts and trousers with seasonal product direction. Integrated trend forecasting into collections, aligning style, fit, and fabric with evolving consumer needs and market-driven insights.

Projects Undertaken

POLIMODA – Trend Forecasting Project

For: Stella McCartney & Adidas (Sportswear)
Project Theme: BIOMIMICRY

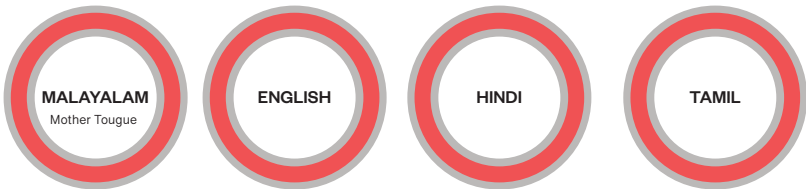
Developed a forward-looking trend forecasting narrative rooted in the concept of Biomimicry, aligning with the brand ethos of Stella McCartney and Adidas. Conducted in-depth ideology mapping and consumer alignment to create four directional proposals. All concepts were approved and formally presented to the Adidas team, showcasing innovation, sustainability, and brand synergy through trend-relevant storytelling.

PUMA – Product Proposal (Lifestyle & Cricket)

For: Stella McCartney & Adidas (Sportswear)
Project Theme: BIOMIMICRY

Designed a product range with clear graphic and design direction for PUMA's Lifestyle and Cricket lines, with a special focus on inclusivity. The proposal included a capsule collection tailored for Paralympians, blending performance functionality with meaningful graphics and surface detailing. The approach combined cultural insight, aesthetic direction, and user-centric design thinking.

Language Known



Hobbies & Interests



Career Highlights

- Scaled Blazer & Trouser category with sharp MRP-led product wins
- Proposed Van Heusen Power Green – concept aligned with sustainability
- Revamped Van Heusen Sport branding for stronger market positioning
- Drove 15% growth in Shirts at Voi Jeans
- Boosted Blazer trade show orders from 4K to 20K pcs in 2018
- 90% Shirt Sold out in 21 Days.

Internship

TREND UNION – France Attended one-week workshop	Jan 2013
TRENDSTOP – London Conducted analysis, trend forecasts, and researched street fashion trends	Sep 2013
TRENDSTOP – Italy Trend analysis report on Pitti Immagine 82, Florence, Italy	June 2012

References

Nobin Thomas
Design Lead
Reliance : Yousta
Mobile : 9324714798

Sai Krishnan
Design Lead
ABFRL : Peter England
Mobile : 9164113400