

Bhumika Sethi

Junior Product Developer & Buyer · Knitwear, jersey and wovens

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PROFILE

Junior Product Developer and Buyer in womenswear with hands-on experience across knitwear, wovens, jersey and accessories. I own the knitted accessories assortment at Gudrun Sjödén end to end, from sourcing and costing to supplier negotiation and order placement across China and Europe. Before that I developed product on the factory side at Shahi Exports for H&M, ZARA, Ralph Lauren and Express. I combine sell-through, colour and print analysis with close work with designers, pattern makers and suppliers, and I am a super-user of Centric PLM and Business Central.

EXPERIENCE

Junior Product Developer & Buyer, Knitwear & Trims

Gudrun Sjödén, Stockholm · Mar 2025 to present

- Drive product development of the knitted accessories assortment end to end: 25 styles and 137 SKUs per six-month season across 4 suppliers, including sampling, costing, material selection and supplier negotiation.
- Cut development lead times by 25%, from 8 to 6 weeks, through sharper sample comments, earlier supplier follow-up and fewer sample rounds, with 90%+ of styles approved at first or second sample.
- Negotiate price, MOQ and lead time with suppliers in China and Europe; secured 12% lower prices for AW26 and cut the MOQ on a striped alpaca scarf by two thirds.
- Grew the assortment by 25% in styles year on year by replacing slow solid styles with experimental styles and cost-friendly sellers, guided by weekly sell-through, colour and print analysis.
- Launched a new balaclava on a small first buy with yarn blocked for reuse: it became a bestseller, went from first sample to main order in 2 months, and its budget forecast rose 3.5 times.
- Run trims for the whole range (care labels, hangtags, barcodes; 19 components, one supplier, 3 factories in India, China and Turkey). Halved trims lead time from 15 to 18 days to 7 to 10 days after the Digital Product Passport care-label change.
- Review supplier ISO test reports daily (wash, pilling, dimensional stability and more), coordinate chemical and UL testing, and follow up transaction, scope and origin certificates.
- Support the full knitwear collection with the senior Knitwear Buyer (47 styles, 6 suppliers in China, Europe, India and Morocco): sampling, fittings, garment follow-up, order admin and design input.
- Super-user and admin of Business Central (ERP) and power user of Centric PLM: master data, data fields, templates and workflows; trained 8 colleagues in Centric and support suppliers.

Assistant Designer & Pattern Maker

Gudrun Sjödén, Stockholm · Sep 2023 to Mar 2025

- Designed the Autumn 2025 concept capsule within the main range: 4 of its 25 styles became top sellers of the season across knitwear, jersey and wovens, and its asymmetric dress was chosen for the campaign.
- Designed prints and colourways each season, managing lab dips and print strike-offs in Illustrator for right-first-time colour.
- Supported the pattern and sampling teams with measurement lists, sample checks, test-fit sewing and jersey prototypes.
- Designed home collections alongside apparel: textiles for sleep, bath and kitchen, and ceramics.

Apparel Designer & Product Developer, Woven & Jersey

Shahi Exports, Delhi, India · Jul 2019 to Jul 2021

- Designed and developed women's and kids' collections for H&M, ZARA, Ralph Lauren, Lucky Brand, Desigual and Express: 50+ styles per season, from range planning and fabric selection to buyer presentation and production handover.
- Developed a recycled, yarn-dyed collection from which H&M ordered 5 to 6 styles at once, growing the business with H&M by 15%.
- Brought an embroidered style down to the buyer's target price (25% lower garment cost) through stitch density and pattern changes, with every design feature kept.
- Worked with weaving mills on yarn, weave structure, finishing and print, and hands-on across embroidery, washes, pattern making and fittings.

Assistant Fashion Designer, Design & Product Development

Richa & Co., Gurgaon, India · Jun 2018 to Jun 2019

EDUCATION

MFA, Craft in Textiles

Konstfack University of Arts, Crafts and Design, Stockholm · 2023

Degree project Connecting Cultures, on cultural sustainability, supported by a Jubelfonden grant. Hand-knotted and hand-tufted pieces shown at the degree show, May 2023.

Bachelor of Design, Fashion Design

National Institute of Fashion Technology (NIFT), India · 2018

SKILLS

- Product development, concept to bulk
- Buying, costing and order quantities
- Supplier negotiation: price, MOQ, lead time
- Sampling, fit and quality approval
- ISO and chemical testing, GOTS/OCS certificates
- Sell-through and assortment analysis
- Organic, recycled and mulesing-free materials
- Centric PLM, Business Central, Excel
- Illustrator, Photoshop, InDesign, CLO 3D

LANGUAGES

English (fluent) · Swedish (B1, improving) · Hindi (native)