



MOSTAFIZUR RAHMAN

Fashion Merchandising

HELLO !

I'm Mostafizur Rahman

Originally from Bangladesh, the second-largest apparel manufacturing country in the world, I am a fashion merchant with a keen interest in global apparel merchandising and marketing. With over six years of experience in the apparel industry, I am dedicated to advancing my career goals.

Through my expertise in the apparel fashion industry, this portfolio contains the best work from my fashion merchandising job history. It allows me to showcase all of my skills and years of experience.

I possess extra knowledge of computer graphic design, which I effectively utilize in my professional work. It greatly enhances my job performance and efficiency.

I aim to build a successful career as a merchandiser by continuously acquiring knowledge, committing to hard work and efficiency. I seek new challenges and aspire to expand my opportunities beyond the borders of Bangladesh.



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MOSTAFIZUR RAHMAN

Fashion Merchandiser



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I am a professional fashion merchant currently employed at a sweater manufacturing company- Pioneer Knitwear's BD Ltd. Specifically focusing on the sweater category, I gained experience in apparel merchandising with globally reputed apparel brands - Celio, TCP-Gymboree, GAP, Next, Okaidi-Obaibi, I have successfully worked under tight deadlines in various work environments.

I possess a strong understanding of sweater production planning and the production process.

I take pleasure in collaborating with my peers and eagerly anticipate meeting new individuals in any potential work setting.

Nationality : Bangladesh

EXPERIENCE

Merchandiser (Sweater)

PIONEER KNITWEARS (BD) LTD.

Company Location : Jamirdia, Valuka, Mymensing.

Department: Merchandising

Duration: April 2015 to Continuing

Service Provider

Robi Axiata Ltd.

Company Location : 2 No. Rail gate, Narayanganj.

Department: HVU (High Valued User)

Duration: October 2013 to March 2015

Graphics Designer

Aroma Printers

Company Location : Jamtola, Chasara, Narayanganj.

Department: Design

Duration: February 2008 to August 2010

● I have worked with the following apparel brands -

EDUCATION**M.B.S. (Masters of Business Studies) In Management (2011)**

Govt.Tolaram College & University, Bangladesh.

B.B.S. (Bachelor of Business Studies) In Management (2010)

Govt.Tolaram College & University, Bangladesh.

Higher Secondary School Certificate in Business Studies (2006)

Narayanganj College, Narayanganj, Bangladesh.

Secondary School Certificate in Business Studies (2004)

Deovhog Hazi Uzir Ali High School, Dhaka Board, Dhaka, Bangladesh.

TRAINING SUMMARY

Training Title : Computer Office Application

Institute : Bangladesh Youth Dev Minstry (Govt. Institute), Narayanganj.

Duration : Six Month.

Training Title : Graphic Design

Institute : Fix In Tech,Kashipur, Narayanganj.

Duration : Six Month.

SKILLS

- Fully Fashion Knitwear (Sweater) ■ Merchandising ■ Product Development
- Fashion Illustration ■ Adobe Photoshop ■ Adobe Illustrator
- Microsoft Office ■ Internet Application ■ SEO ■ SMM

INTERESTS

- Travelling ■ Photography ■ Online research

REFERENCE

Name : **Md. Shamim Ahmed**
 Organization : Pioneer Knitwear's (BD) Ltd.
 Designation : Sr. Merchandiser
 Mobile : 01711194058
 E - Mail : Shamim_psl@yahoo.com

Name : **Md. Amar Ibnul (Arnab)**
 Organization : Pioneer Knitwear's (BD) Ltd.
 Designation : Head of sweater design program.
 Mobile : 01723219769
 E - Mail : ibnulast1502@gmail.com



FASHION MERCHANDISING



Merchandising practices and deeds contribute to the sale of products to retail consumers. It serves as a bridge between buyers and sellers, involving various activities to ensure timely shipment of goods to retail buyers.

I am responsible for working on product development, costing, T&A, fabric and trims sourcing, as well as their approval and execution. Additionally, I handle consumption calculations and ensure timely placement of material orders. My tasks also include production planning, maintaining a to-do list, creating fashion presentations, and overseeing day-to-day merchandising activities. Also, responsible to ensure timely production and oversee the entire production process in the factory. I actively follow up on the production process and resolve any difficulties that may arise.



Merchandising and Marketing

Merchandising and marketing complement each other. Marketing attracts customers to the product's location, while merchandising ensures that customers have the necessary information when they are ready to make purchasing decisions. Additionally, merchandising ensures that the right product is offered at the right price.

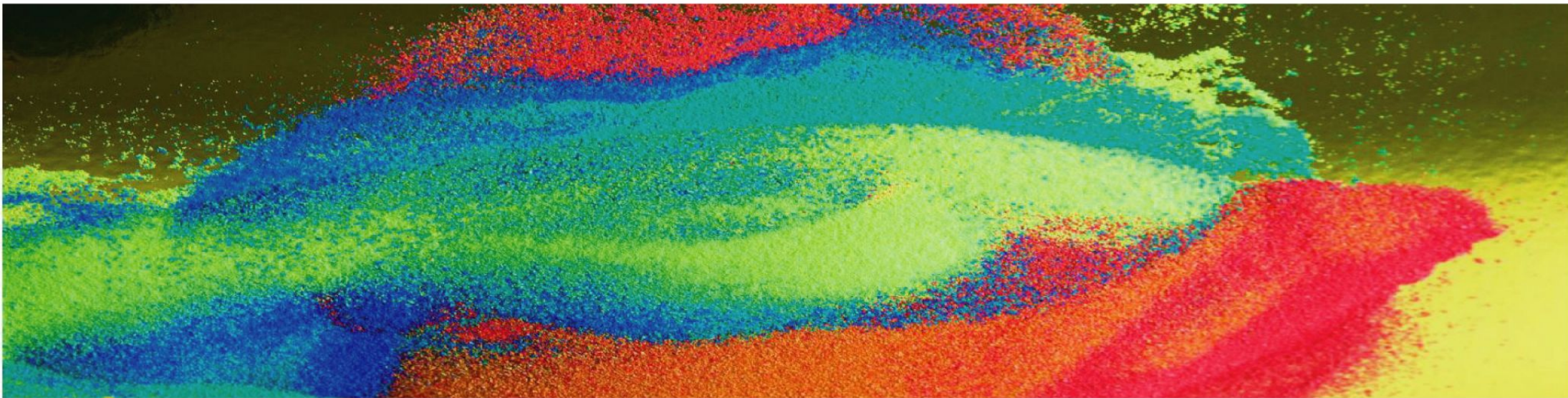
Throughout my professional career, I have consistently showcased my creativity, professional skills, and agility in both merchandising and marketing. While there are various activities involved, my main focus is ensuring on-time shipment of goods with the desired quality.



"Peace be upon you when you see 'Made in Bangladesh'."

Merchandising skill & activities

- ✓ Pricing and Costing
- ✓ Time & Action plan
- ✓ Marketing and Promotion
- ✓ Sourcing of yarn and accessories
- ✓ Fabric consumption
- ✓ Trims & Accessories consumption
- ✓ Take quality and color approval
- ✓ Book yarn, trims, and accessories
- ✓ Overall monitoring sample and production
- ✓ Production planning and control
- ✓ Inventory Management
- ✓ Organize factory meeting
- ✓ Communicate with the buyer, factory, and supplier
- ✓ Day to day other merchandising activities



Color

Color is an extremely important aspect of modern textiles. While picking up any cloth, the first thing you always look at is color, it is! Same we find our dress in the right colors depending on our mood and occasion. Color has the power to convey mood and feelings. Color attracts attention, color is often a primary reason why a person is attracted to buy a particular item of clothing.



Color in apparel industry

I will write text about color uses process in sweater industry.

Color palettes

Perfect color palette generate also important where designer have to be knowledge to generate the color from particular resource to create beautiful design.



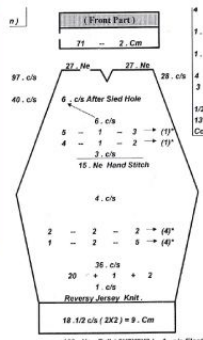
PRODUCT DEVELOPMENT (SWEATER)

The product development process is essential step to get the order also where need to concern on desire styling, making quality product and submission based on customer required information as well we need to offer perfect costing in the same stage, also we advise T&A to meet to catch garment sell on-time.

A good product enough to catch good sell in market so before create a style, have to over concern/research on product fabric quality, sustainability, color and design. Product designer has to be good tech knowledge on different type of yarn quality/nature, yarn sinkage in wash, knitting structure, garment gauge, ply /ends, embellishments and probable risk factor.

Sample

Usually buyer advise their TP- design and all information to proceed physical sample looking first with requested colors, sometimes we also submit our own proposals based on buyer test, country, culture, current trend, colors and design to output a complete choice able product.



Knitting Chart



Sketch



Design



Yarn & Trims



Sweater Programming



Knitting



Virtual CAD



Dummy Picture

Research & Design

The designer has a crucial role to develop the right products at the right price. Designers should have the ability and confidence to interact with buyers and merchandisers and be capable of using appropriate skills to justify their ideas for design direction. The most important thing for a designer, need to be aware of new trends in knitwear and fashion design, also need to study and what's happening within the industry and also keep an eye on new developments in technology.

Mood Board

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Garment Specification (Sweater)

Once we have decided on the final design to be knitted, the next stage is to draw out your design accurately, and preferably to scale, which will help to appreciate and analyze the proportion of the design.

Yarn & fabric (Sweater)

The knit designer is a creator of fabrics, and yarn choice is vital to the fabric development process. Yarn held in different perspectives. In sweater before yarn selection, we have to think on country, culture, upcoming season, trend, gender and other factors affect the perception of human being regarding fabric.



Regular yarn uses in sweater – Solid Cotton, Mélangé cotton, Acrylic, Viscose, Polyester, etc.
Fancy (Warm) yarn- Wool, Cashmere Like, Mohir like etc.

Calculating yarn Requirements

Once order confirmed then we check the yarn qualities, count, garment gauge, ends and also check the style wise color uses portion and finally calculate the required qty of yarn based on received order qty.

The science of fabric

Sweater yarn made from natural or man-made fibers, or a combination of both. Natural fibers from tree sources include cotton, bamboo, linen and also from animal sources include wools such as angora, cashmere, mohair, alpaca, llama, merino, as well as silk and camel.

There is lot of variation in sweater yarn qualities so before picking yarn in bulk, have to be clear on selected fabrication details because there is individual characteristics of each sweater yarn and also have to be concern on Sustainability and longer ability of yarn and also take care on selective test.



Fabric source & cost

When designing it is essential to have a knowledge on fabric characteristics and yarn/fabric cost as it is main fabric of the body then need to be calculative on market demand and sell based on using fabrication. So should have to market survey and check demand on sell based on desire qualities and then select for order.

Organic, Recycle Fabric

Interest in sustainable clothing is growing within the fashion and textiles industry, with new developments in organic fabrics, BCI (Better cotton initiative). Ensure organic & BCI certification from selected yarn supplier. Cycling is the manufacture of something new from something old.



Sometime yarn quality is a season demand, to being update ourself then have to keep good knowledge on fabric and also need to be touch with upcoming new trend/yarn qualities.

PRODUCTION PLANNING SWEATER CYCLE IN PRODUCTION

Effective production planning is essential for garment manufacturers to keep on going business in today's competitive fashion industry. We have separate planning and operation department to handle production and delivery smoothly. They always up to date in each stage of production to take proper decision.

Activities in apparel planning dept :

1. Making layout as per floor machine type/setup.
2. Accurate Machine allocation based on product styling and productivity.
3. Responsible to monitor and evaluate raw materials, manpower planning, production follow-up.
4. Production planning according to capacity and 100% capacity utilization in minimum cost.
5. Closely monitoring all pre-production activities
6. Setup production target and take initiative to achieve.
7. Making production schedule, follow-up in knitting, linking, wash, print, embroidery, iron and packing.
8. Update production planning time to time according to the current situation.
9. Monitor daily production; make daily production report and tracking each section wise production.
10. Organized shipment schedule to check with packing dept and achieve shipment on-time.

PRODUCTION

Apparel production is the process of combining fabric and trims material to make something new dress. There is lot of process in production where finally it comes as a garment. It's a key part of fashion industry.

Knitting

Knitting is the first step of knitwear production process. There are two main methods of knitwear construction: fully fashioned and cut and sew. We are following fully fashion in sweater knit.

Fully fashioned knitwear is produced by knitting each garment component exactly to the shape required for each pattern piece, here production time is lengthy because the garments are usually made up by joining the seams together using a linking technique.



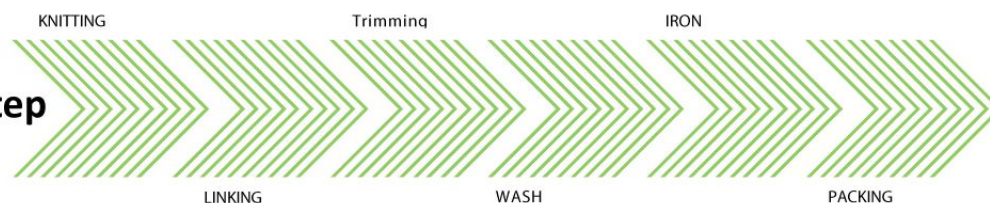
Fair Isle/ Jacquard design

Fair Isle and jacquard are methods of knitting using two or more colors in one row of knitting to produce all-over repeats in a garment design. Machine-knitted Fair Isle is quicker to produce. Jacquard knitting is produced on a double-bed knitting machine, which gives a similar effect in appearance to Fair Isle knitting. To achieve the best results in Fair Isle or jacquard design, experiment with different levels of contrasting color.

Intarsia Design

Intarsia is another method of adding color to knitting that involves color blocking, adding as many colors as knitting design requires in any one row.

Production Step



knit Construction

There are two main forms of knitting: weft and warp knitting. Weft-knitted fabrics consist of a continuous looped structure of stitches which courses extending horizontally which we following in sweater. sweater knitted with one continuous length of yarn. Warp knitting is formed from loops of yarn zigzagging and linking in a vertical direction



Common stitches

Jersey, Reverse, Rib, Plated, Milano stitch, Cable, half cardigan stitch, Pointel stitch. Also there have thousand of knitting structure in update jacquard machine.

Focus in knitting production -->

- Team has to be check knitting quality, check yarn consumption again and also keep following pp sample approval and comments before proceed bulk knitting.
- To avoid color shading issue, knitting dept has important role to maintain lot wise knitting production.
- Factory always follow QA guideline to keep approved pp sample in front of knitting machine to check each point of production.

Linking

Linking is another essential part of sweater production process where all knitting panel attaching together to use thread and finally got a look as a complete sweater, this process called as linking.

Linking joint depends on particular styles design category but in general linking joint execute in side seam, shoulder, sleeve and neck joint. Our quality team always checking each point of linking joint and tension to make a quality products.

Production Step



Trimming & Light check

Trimming process called as sharpness process of production, after completing the linking process, there have some additional yarn in each linking joint which extra yarn need to be trimming manually using needle and cutter, after completing the linking-trimming process we are checking in the lightbox to find any kind of knitting and linking quality issue before pass to the next step.

Wash, Iron

Garment washing is another technology in apparel industry. The washing process of garment brings a different outlook, appearance and comfort of the sweater where varieties type of chemicals or materials needed to do the specific wash based on buyer requirements. Washing types usually depend on the product nature and its usage but we always maintain universal care symbol guideline to proceed our production garment pcs. In sweater, different type of washing method depends on different type of yarn/fabric quality and knitting structure.

Due to washing, shrinkage occurs in the garments. There is no possibility of further shrinkage of the wash garment so that we can able to meet buyer required measurement as well.

Iron text added...

Attachment works

In sweater, attachment meaning as adding of button, snap, zipper, fabric, tape and many other trims attach in the garment body. There have individual attachment portion based on buyer required in particular styling. A sweater is made not only from the fabric but also various accessories item. Some special trims making sweater as wonderful and attractive in the attachment section.

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Embellishment (Print-Embroidery)

To focus individual branding, each customer have own labeling info where all information need to get in label which we attach to the garment body after completing wash and ironing. Here most import work is size wise label attach and segregation. Once complete labeling part then move on the packing stage to add hangtag, Security tag, price tag and finally put into carton box as per buyer manual and guideline.

Garment test

Garment test is mandatory in most of the customer and we are doing same GPT test as per buyer guideline and also arrange all trims test report form individual trims supplier before proceed full garment test. Sometimes customer have special testing based on country, culture and also have additional product safety issue in children's apparel.

Regular test purpose –

- Color fastness to Perspiration
- Color fastness to Water
- Color fastness to washing
- Color fastness to light
- Color fastness to non-chlorine bleach
- Color fastness to rubbing
- Dimensional stability to washing
- Pilling resistance
- Fiber composition



Production Step

KNITTING

TRIMMING

ATTACHEMENT,
EMBELELLISHMENT



LINKING

WASH, IRON

LABEL, PACKING



Finishing floor packign image

Labeling & Packing

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Inspection Process

Apparel inspection is a examine of goods quality. Quality inspector is the important person in apparel inspection who always dedicated from the end of buyer to check garment measurement, quality, overview and confirm to ship the goods accordingly.

SUPPLY CHAIN MANAGEMENT

The garment supply chain is made up of the physical transformation of raw materials into final products. Supply chain management is very essential to success in the apparel business field. Here department engage with export and import materials and finished apparel goods, they provide all kind of necessary export and import documents to selected forwarder and bank as export-import process in garments manufacturing.

Activities follows-

- Collect buyer contract/LC and check docs with purchase order.
- Create invoice, packing list and place booking to forwarder
- Collect export permission from the selected bank
- Cargo handover to selected forwarder along with Invoice, Packing list, Export permission, final shipping order.
- Final BL collect.
- To arrange payment, necessary documents need to be handover to Bank.





My Shipment Styles -

Here are some styles that were shipped to my specific buyer. These pictures hold significant meaning for me as I dedicated my best efforts to ensure on-time shipment, enabling the customer to sell the products at the right time. It fills me with pride to see my styles showcased on the buyer's website in this manner.

NEXT- UK



CELIO- FRANCE



THE CHILDREN PLACE, GYMBOREE- USA






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Thank you
& *Let's Collaborate*