



# HARINI NITTALA

## FASHION STYLING AND CREATIVE DIRECTION STUDENT

### PROFILE

A 3rd year Fashion student with knowledge in fashion journalism, creative direction, fashion styling, and graphic design. I am passionate, driven and excited to learn, I work well under pressure and enjoy learning from people I work with. I am looking to intern for fashion magazines and learn from experienced professionals, as well as contribute my creative ideas in a learning environment.

### SKILLS

#### Professional:

- Adobe Creative suite: Specialising in Indesign and Photoshop
- Fashion Journalism
- Creative direction
- Magazine Layout and Design
- Fashion Styling
- Strategies and content creation for social media
- Graphic Design
- Fashion PR Showroom Management
- Advertising and marketing
- Trend forecasting

#### Personal:

- Creativity
- Adaptability
- Time management
- Attention to detail
- Work well under stress
- Collaboration
- Dependability
- Critical thinking
- Strong work ethic
- Self-motivated
- Flexibility

### EDUCATION

#### Istituto Marangoni London

**BA(hons) Fashion Styling and Creative Direction**

2022-2025

This course explores a range of subjects including Fashion editorials, Journalism, Styling, Graphic Design, Marketing Strategies, Magazine Layout and design, Visual and Strategic Branding, Communication strategies, Advertising, Visual Merchandising, Photography, Fashion and Art History, Visual Communication, Trend Forecasting and more. Giving me a well rounded understanding of all aspects of creative direction in different fields of fashion.

#### Glendale Academy

2020-2022

Completed my High school studies in Hyderabad, India. Studying, Fashion studies, Mass Media and communication, Psychology, English, and Painting.

### LANGUAGES

- English
- Telugu
- Hindi

### WORK EXPERIENCE

#### Fashion Styling Intern

July 2024 -August 2024

*Vrinda Narang- Celebrity Stylist*

- **Editorial Styling:** Assisted on styling editorial content for VOGUE India. Leading up to the shoot, I assisted with sourcing, budgeting, curating, and developing moodboards tailored to the client's vision. On set, I was responsible for producing behind-the-scenes content, capturing the atmosphere of the shoot for promotional and archival purposes, as well as providing hands-on support during the shoot and handling last-minute styling adjustments under tight deadlines.
- **Commercial Styling:** Assisted with the styling of a commercial shoot featuring Actor Vijay Varma for an advertisement with brand 'Oaksmith Studios.' I supported the stylist with pre-shoot preparations, including sourcing, budgeting, and organizing wardrobe elements to align with the client's brief.
- **Creative Development:** Responsible for the creation of detailed moodboards and style guides tailored to the client's aesthetic and project goals. Assisted in translating creative briefs into tangible visual concepts for both the commercial and the editorial projects.

#### Contributing Fashion Writer

November 2023

*Maze35 Magazine*

- Wrote an article on Phoebe Philo's first collection launch. Published on the digital website.
- Assisted the senior journalist to the Gucci Cosmos Exhibition with Press passes. Conducting on field research, taking quotes from staff and attendees, as well as photographing and taking in depth notes about the exhibition.

#### London Fashion Week PR Intern

September 2023

*The POP Group: Malan Breton, JUNYANG, Prophetik, 13DE Marzo*

- Assisted the PR team at 4 shows at London Fashion week.
- Acting as a liaison between the PR team and the VIP guests, photographers and ticketed audiences.
- Accommodating the VIP guests throughout the show. Servicing them and making sure they have a good experience, as well as guiding them to their respective seats.

### PROJECTS

#### Created a fashion, beauty and lifestyle magazine;

( February- June 2024)

#### Amayi Magazine : [View Project](#)

- Creative directed, organised and styled four editorial photoshoots in studio and outdoor locations. Styling 20 looks in total, and creating a network of talented female creatives, makeup artists, designers, hairstylists and photographers.
- Designed the layout and all the elements of a 170 page magazine, giving me extensive experience and knowledge on graphic design.
- Wrote and edited all the written content in the magazine, including articles, features, and interviews.
- Conducted trend research for SS24, to write articles on womenswear, footwear and colour trends.
- Taking on multiple roles in the creation of fashion magazines, giving me knowledge on all the different fields in publication and design, the roles including: Editor in chief, Creative director, Stylist, journalist, graphic designer, Director in photography, Photographer, curator, retoucher, Assistant hair and makeup artist.

#### Brand identity Book for Amayi Magazine : [View Project](#)

( December 2023)

- The first draft of designing and creating the brand identity of Amayi Magazine, formerly known as Cherie Magazine.
- The report goes through Visual Branding, Strategic Branding, Research and Marketing strategies, Communication strategies, Promotional materials, Consumer trend research, and Customer profiling.
- Taking on multiple roles in the creation of fashion magazines, giving me knowledge on all the different fields in publication and design, the roles including: Editor in chief, Creative director, Stylist, journalist, graphic designer, Director in photography, Photographer, curator, retoucher, Assistant hair and makeup artist.

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