



PRIYA RAICHAND

Fashion Designer

Womenswear designer with 5 years in contemporary dresses and separates. Own categories end-to-end, from concept through factory handoff, with steady wins on margin and fit. Known for cleaning up tech packs so factories get it right the first round.

CONTACT INFORMATION



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KEY SKILLS

- Tech pack development in PLM (Centric, Backbone)
- Adobe Illustrator and Photoshop for flats and CADs
- Browzwear VStitcher for 3D sampling
- Fit sessions and pattern correction across size 0 to 18
- Fabric sourcing and mill negotiation
- Pantone TCX color management and lab dip approval
- Trim and hardware sourcing
- Print and pattern design, including repeat layouts
- Cost engineering and margin targeting
- Factory communication across Vietnam and South Asia
- Trend research and seasonal concept boards
- Wholesale line planning for department store accounts

Professional Experience

DESIGNER, DRESSES | RIVERBEND & CO., CHICAGO, IL

2022 - PRESENT

- Design 70 to 90 dress and jumpsuit styles per season for a Nordstrom and Bloomingdale's wholesale account base.
- Drove a Fall 2023 print-mixing concept that brought in \$1.8M in wholesale orders, the brand's best dress launch in three years.
- Work with the pattern room on fit and grading across sizes 0 to 18, with size-inclusive blocks added last spring.
- Manage two factories in Vietnam and one in Sri Lanka through PLM and weekly WIP calls.
- Negotiate fabric mins with mills to keep landed cost under merchant targets for 80% of styles.

ASSOCIATE DESIGNER | RIVERBEND & CO., CHICAGO, IL

2020 - 2022

- Designed wovens and tops, contributing about half of the seasonal line plan.
- Built color cards in Pantone TCX and matched lab dips with the textile team.
- Trimmed sample rounds by tightening first-fit comments and tagging recurring issues.
- Helped onboard a new factory in Vietnam, including a two-week site visit.

ASSISTANT DESIGNER | ASTER GOLDFINCH STUDIO, CHICAGO, IL

2019 - 2020

- Supported one senior designer on contemporary tops and skirts.
- Drafted flats, kept the trim library, and prepped boards for buyer appointments.
- Tracked roughly 100 samples a season across two factory partners.

Education

- BFA, Fashion Design, School of the Art Institute of Chicago, 2019
- Study Abroad Semester, Polimoda, Florence, Italy, 2018