

Praveena Mistry

+447304058683 | praveenamistry@gmail.com | linkedin.com/in/praveenamistry | Nottingham

Portfolio: https://drive.google.com/file/d/1ClnfuUhZSM9RU8DR2sTGcdyrfIZFQOlv/view?usp=share_link

Entrepreneur and fashion communication and promotion student. Founder of an independent fashion brand with a growing global presence, offering handmade knitwear via e-commerce, rentals, and commissions.

EDUCATION

Bachelor of Arts (Hons) in Fashion Communication and Promotion

Nottingham Trent University

2023 – 2026 (Expected)

BTEC Level 3 Extended Diploma in Graphic & Digital Design

Confetti College, DDD

2020 – 2022

GCSEs

Bluecoat Aspley, Incl. English, Math, Art & Design, Music

2014 – 2019

Employment

Founder, Designer & Creative Director

Mistryarchives | mistryarchives.com | Instagram/TikTok: @mistryarchives

Aug 2023 – Present

- Founded and running a sustainable knitwear brand offering custom garments and rental services.
- Maintain relationships with clients across the UK, Europe, and the USA.
- Hand-made pieces, customer experience, logistics, and international shipping.
- S/S runway collection increased profit margin by 10%

Interim Club Manager / Play Practitioner

Jan 2023 – Aug 2023

- Managed breakfast and after-school clubs for children aged 3 to 10 across three schools.
- Stepped in as Interim Manager, handling planning and safeguarding.
- Provided one-to-one support for SEND children and building trusted relationships with families and schools.

Web & Social Media Manager / Waste Nott Organics, Nottingham

Aug 2018 – Nov 2020

- Managed e-commerce setup.
- Created digital content aligned with sustainability value.
- Ran social channels for a zero-waste store in Nottingham.

Selected Talks, Exhibitions, Lookbooks & Runway Experience 2023-2026

- Guest speaker for a sustainable knitwear talk delivered to the Knit Society and Fashion Society UON.
- Invited pop-up stall holder for International Women's Day at Pitcher & Piano (Makers Market)
- Selected designer for the Adidas x GWAP Magazine OCN exhibition at Somerset House, London.
- Hosted a pop-up showcase during a UON Fashion Society networking panel event.
- Runway designer for 2 charity fashion shows.
- Produced, showcased work and headlined across multiple student-led runways between 2023-2026.

SKILLS

- **Trend forecasting**
- **Branding and advertising**
- **Collaboration**
- **Garment construction**
- **Proficiency in Adobe software**
- **Sustainability sourcing**

Hobbies & Interests

I'm creatively driven and self-motivated. I train at the gym four times a week and run with a local club. Through my brand, I design and sell original knitwear to customers around the world. My work is featured through pop-up events, runway shows, and social media platforms.

References available upon request