AARUSHI AGGARWAL

MBA Candidate, Fashion & Lifestyle Business Management | Pearl Academy

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PROFILE

Aspiring fashion buyer with on-floor retail experience managing 1,000+ SKUs across men's, women's, and kidswear in a family apparel business. Finance foundation (BBA) now paired with an MBA focused on luxury and premium retail, with a particular interest in the gap between India's luxury consumer appetite and the retail infrastructure serving it.

EDUCATION

Pearl Academy *Aug 2025 – Aug 2027*

MBA, Fashion & Lifestyle Business Management Delhi, India

- Relevant coursework: Fashion Merchandising & Production Process, Retail Buying & Visual Merchandising, Strategic Brand Management, Luxury Goods & Services, Consumer Behaviour, Styling & Etiquettes.
- Ranked #1 of 50 students in Start Your Startup-1 capstone (premium organic babywear venture).

Dr. Vishwanath Karad MIT World Peace University *Aug 2021 – May 2024*

BBA, Banking, Corporate Finance & Securities Law Pune, India

- 9.5 CGPA
- Relevant coursework: Corporate Finance, Securities Law, Banking Operations, Financial Markets & Instruments, Business Law, Market Research, and Financial Statement Analysis.

EXPERIENCE

Versatile Enterprises Pvt Ltd *Jun 2026 – Aug 2026*

Designer Intern, Ludhiana, India (In-person)

- Worked in person as a Designer at the Ludhiana office; internship certificate received.

Aggarwal Creations | Family Retail Apparel Business *Aug 2024 – Jul 2025*

Business Operations & Merchandising, Delhi NCR, India

- Managed buying, inventory, and vendor coordination for a retail apparel business with 1,000+ active SKUs across men's, women's, and kidswear, generating approximately ₹7 Lakhs in annual revenue.
- Renegotiated payment terms and order quantities with 8+ suppliers, improving the working capital cycle and reducing markdowns on slow-moving SKUs.
- Built category performance tracking across 20+ vendors, flagging sell-through anomalies and informing weekly replenishment decisions.

65 Digital Media *May 2024 – Aug 2024*

Brand Strategy & Marketing Intern Pune, India (Remote)

- Supported brand positioning and campaign planning for D2C and consumer-facing brands across multiple client mandates.
- Ran performance analysis on digital campaigns to inform spend reallocation and creative iteration.

ACADEMIC & INDEPENDENT PROJECTS

Atelier Flora | Apparel Range Development (Trends to Prototype) Pearl Academy

Team project; led strategy and market research

- Developed a 20-piece apparel range from macro/micro trend analysis through to physical prototypes, owning the strategy and market research lane: target customer definition, trend distillation, and competitive positioning that informed the design and merchandising brief; supported the full buying-merchandising cycle through sourcing, costing, and sample development.

Premium Organic Babywear | Start Your Startup-1 Pearl Academy

Ranked #1 of 50 students

- Built and validated a venture concept for premium organic babywear targeting urban Indian parents: defined positioning, pricing, and channel strategy; ran consumer surveys; and launched a landing page that generated 900+ visitors and 100 email signups as early demand validation.

Visual Merchandising Redesign Concept | Kazo Pearl Academy

Team academic project; presented

- Conducted in-store analysis of Kazo's flagship retail experience and proposed a full visual merchandising redesign covering window concept, store flow, fixture mix, and category adjacencies, anchored to the brand's contemporary women's wear positioning.

SKILLS & TOOLS

Buying & Merchandising: SKU planning, replenishment, vendor coordination, range planning, sell-through tracking, markdown planning, visual merchandising
Brand & Marketing: Brand positioning, consumer research, campaign performance analysis, Sketchup
Tools & Languages: Excel (advanced), Google Sheets, PowerPoint, Canva, Shopify; English (fluent), Hindi (native)