

SHAROAN

BA (H) INTERNATIONAL FASHION BUSINESS



I am fascinated by the visual barrier that is well-presented by the fashion world as it seems to be quite glamorous. Brands have to be innovative and creative. The consumer keeps on evolving, and most of them seek values and not solely on product. I have always believed fashion is an expression, and a brand is a platform to convey that message. A brand without its voice or value is a comparison to a beautiful empty shell. I am amazed by fashion brands that create new or renewing marketing ideas. It is impressive how marketers can create campaigns to speak for the brand while also have to be relevant to the audience. I am interested in fashion buying as my skills include being analytical, handling numbers, and forecasting trends. The urge to learn and understand more of this side of the industry excites me. I believe my current course in International Fashion Business has given me so much more exposure and opportunity in this industry.

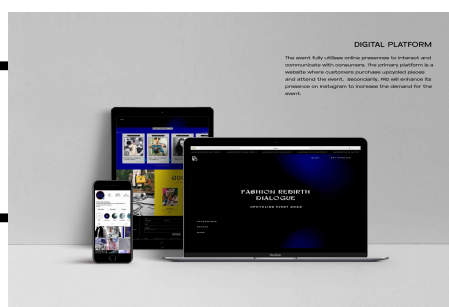
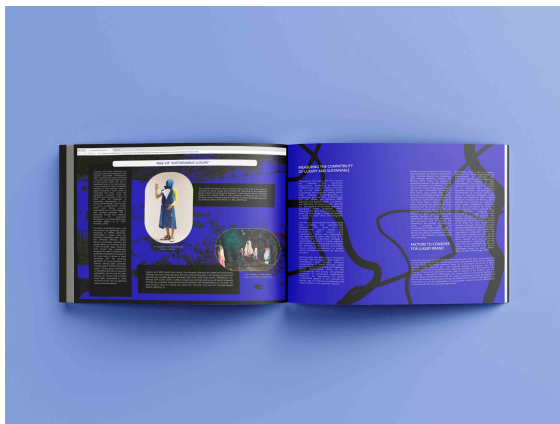


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