

VARNIKA MITHAL

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PROFESSIONAL SUMMARY

Multidisciplinary creative, raised in the trade and trained at the bench — from grading and buying stones in Tokyo and Tucson, to designing pieces and directing campaigns for luxury brands across India, Japan, and the U.S. I aim to fuse aesthetic vision with commercial strategy, closing the gap between what a brand could be and what it becomes. Fluent in English, Hindi, and Japanese—the languages and the cultures.

PROFESSIONAL EXPERIENCE

Co Founder & Creative Director · *Seamstress Luxury — Indian Fashion* | Delhi, India/ Tokyo, Japan | July 2026 – Present
Third-generation family fashion maison, est. 1990 — relaunching the house alongside second-generation leadership

- ▶ Leading the maison's relaunch end to end: brand identity, visual direction, market positioning, digital, packaging, and product design.
- ▶ Sold collections through exhibitions with over 300 people in attendance. A third exhibition is now scheduled at the exclusive Tokyo American Club in August 2026.
- ▶ Strategizing and developing the brand's first boutique in Japan — retail concept, site planning, and launch strategy.

Designer & Creative Strategist (Contract) · *Bizoux — Luxury Jewelry* | Tokyo, Japan | Dec 2025–Jan 2026
Design & Creative Intern → Designer, Marketing & Branding Teams | May–Aug 2025

- ▶ Part of the creative ideation and direction for the launch of Vacances, Bizoux's international jewelry line — shaping brand strategy, product identity, aesthetic, and design for its entry into the global market.
- ▶ Helped conceive and design the line's signature "Play with Color!" concept — rough-cut semi-precious stones paired with precision-faceted precious stones.
- ▶ Retained beyond the internship to direct campaign aesthetics and photoshoot vision; designed rings, earrings, bracelets, and necklaces across multiple lines, including the whimsical Gem Eden collection.
- ▶ Originated the "Bar Bizoux" Color Cocktail concept — a cocktail-bar-inspired customization experience inviting customers to "mix" their own pieces from ~50 colored gemstone varieties

Exhibition & Retail Curation Intern · *Delmigliore — Precious Stones & Luxury Jewelry* | Tokyo, Japan | May – August 2024

- ▶ Launched and filmed Instagram Live selling events drawing 500+ concurrent viewers purchasing in real time via integrated website links — a new direct sales channel rooted in the brand's core commitment to approachability.
- ▶ Grew the brand's Instagram from 562 to nearly 4,000 followers post-fraud by creating "stone rundowns" — collage posts of incoming stone inventory that let collectors browse stock and discover new varieties effortlessly, from anywhere.
- ▶ Represented the brand at an exhibition with New Jewelry Tokyo, a collective championing design- and artistry-rooted brands in a tradition-bound industry — designed the booth's visual presentation and ran its retail floor, sales, and trade networking.
- ▶ Conceptualized seasonal mystery box and curated gift basket campaigns that turned first-time buyers into returning clients.

Apprentice Gemologist, Client Relations · *Mithal's Co., Ltd. — Precious Stones* | Yamanashi, JP | May – Aug 2023; Dec 2023 – Jan 2024

- ▶ Trained in grading and sorting diamonds (4Cs) and colored stones — hue, tone, saturation, clarity, inclusions, carat — including loupe examination and pre-laboratory assessment ahead of GIA certification.
- ▶ Learned treatment and synthetic detection: heat treatment via dissolved silk and altered inclusions; natural vs. lab-grown stones via color zoning and banding patterns.
- ▶ Served as lead booth manager at international exhibitions including IJT — designed a VIP relaxation area to deepen client engagement, and built a long-term relationship for the company with high-profile client Heart Evangelista from a client interaction there.
- ▶ Assisted stone buying at the Tucson Gem, Mineral & Fossil Showcase

Rehoming Coordinator & Director · *Kannan Animal Welfare* | Delhi & Noida, India | Jun 2020–Jun 2022

- ▶ Led a team of 4 interns; coordinated international adoptions with 20+ overseas rehoming partners; restructured adopter screening, increasing monthly adoption rates by 16%.

EDUCATION

Brooklyn Metal Works — Jewelry Fabrication Course · New York, NY | Jun–July 2026

- ▶ Sawing, piercing, filing, sanding, forming and annealing, forging, soldering, jump ring and chain making; foundational hand wax carving and model shaping

New York University — B.A. Performance Studies (Tisch School of the Arts) & B.S. Psychology | 2022–2026

GPA: 3.7 | Dean's List 2023-2026 | NYU Tisch Artist Incubator (ISA), Spring 2024 — juried showcase covered by Broadway World
Yale Young Global Scholars (2021) | Parsons Fashion Business Essentials Certificate (2024)

SKILLS

Bench: Metal fabrication (sawing, piercing, filing, forming, forging, annealing), soldering, chain making, basic hand wax carving

Gemology: Basic colored stone evaluation (hue/tone/saturation, clarity, inclusions), sorting, loupe work, market valuation fundamentals

Design & Visual: Adobe Creative Suite, Procreate, Midjourney, Sora, Figma, Shopify, Squarespace, Framer, photography and photo editing, mood boarding and presentation curation, Blender & Rhino (learning)

Administrative: Microsoft Office (Word, Excel, PowerPoint), Google Suite

Languages: English & Hindi (Native) · Japanese (Fluent) · Spanish (Learning)