

Shimoni Patel

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EDUCATION & SKILLS

Parsons School of Design

Bachelor of Fine Arts in Fashion Design

New York City, NY

May 2025

Skills: Fashion Design & Construction; Footwear Design & Construction; Textile Design; Knitwear; SLG; Styling; Creative Direction; Visual Merchandising; Textile Design; Print Design; Photography; Adobe Creative Suite; Excel

WORK EXPERIENCE

Shimohnee

Founder, Designer and Creative Director

IND/NY

June 2025-Present

- Established & developed a personal fashion brand from concept through execution.
- Conceived & launched Shimohnee Collection1: BLAZEMYMINDSS26, overseeing all creative direction, design development, & production.
- Designed garments end-to-end: sketching, pattern making, textile selection & development, sampling, fittings, & final garment sign-off.
- Managed sourcing & vendor relations, coordinating with tailors, suppliers & manufacturers.
- Led creative collaborations with established photographers & stylists for BLAZEMYMINDSS26.
- Launched brand digital presence including UX direction, product presentation, & online merchandising.
- Currently building Shimohnee Collection2: SHOR, managing concept development, production planning, & go-to-market preparation.

Briah Artemis

Fashion Design Intern

New York City, NY

June 2024-August 2024

- Designed & constructed original textile samples & completed multiple garments for SS25 collection, supporting the hands-on development process from concept to execution.
- Developed detailed project boards & mood boards for the SS25 collection, contributing to the conceptual direction & visual storytelling of the season.
- Maintained & updated the Briah Artemis e-commerce platform by uploading new products, writing descriptions, & ensuring consistent visual presentation across the site.
- Curated & archived garments from Briah Artemis collections, ensuring organized & accessible references.
- Provided on-set support during the SS25 campaign shoot, collaborating closely with the design team to prepare garments, style models, & facilitate smooth execution of the creative vision.
- Managed logistical operations including pickups & drop-offs of garments & accessories for stylists, ensuring timely & secure deliveries for press & styling needs.

House of Rare, Rare Rabbit

Fashion Design Intern

Bangalore, India

June 2022-August 2022

- Headed & evaluated a series of menswear catalog research for the Fall 2023 collection.
- Furthered research on Fall 2023 collection for campaign & catalog photoshoots by pitching various design outcomes which align with the brands aesthetic.
- Designed & curated 8 moodboards from the chosen color stories & fabric swatches for Fall 2023 & Spring 2023 collections.
- Aided with visual merchandising by strategically organizing products for clients.

OTHER

U.S. Citizen
