

DANIEL CHRISH

SENIOR APPAREL & FOOTWEAR DESIGNER — LICENSED PRODUCT DEVELOPMENT

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PROFILE

Senior Apparel & Footwear Designer and Product Developer with 15+ years leading licensed softlines for global franchises including Disney, Marvel, Star Wars, and Pokémon, across UK, European, and GCC retail markets. Known for translating character IP into commercially viable ranges for major retailers such as Next, River Island, Primark, C&A, and Babyshop — owning the process end-to-end from trend forecasting and tech pack architecture through offshore vendor management and licensor approval. Combines strong creative direction with disciplined execution to deliver on-brand, on-time collections at scale.

EXPERTISE

Product Design & Development	Licensed Softlines Design	Footwear Development
Tech Pack & BOM Development	Fabric & Trim Selection	Sample Tracking & QC
Trend Forecasting	Market Research & Benchmarking	Range Planning
Licensor Approval Management	Vendor & Offshore Management	Visual Merchandising
Character IP & Brand Compliance	Cross-Functional Collaboration	Adobe Creative Suite

EXPERIENCE

SENIOR APPAREL & FOOTWEAR DESIGNER
HOLLYWOOD MAGIC | DUBAI, UAE

JUN 2023 – PRESENT

92% LICENSOR FIRST-PASS APPROVAL

Improved licensor first-pass approval rate to 92% while cutting artwork rejection/rework cycles by 35%, across a 400+ SKU seasonal range spanning 6 licensed categories.

- › Direct end-to-end design and product development for major GCC retail accounts — Babyshop, Max Fashion, LuLu Hypermarket, Carrefour, and Al Saeer — managing a seasonal range of 400+ SKUs across 6 licensed categories.
- › Lead creative direction and range building for global licensed properties (Disney, Marvel, Nickelodeon, Universal, Anime, Collegiate), improving licensor first-pass approval rate to 92%.
- › Own licensor approval workflows and brand compliance systems, cutting artwork rejection/rework cycles by 35% while maintaining on-time market delivery.
- › Conduct market research, store surveys, and competitive benchmarking across GCC retail to inform seasonal collection strategy, contributing to 18% uplift in sell-through / range adoption.
- › Oversee offshore vendor and manufacturing partners, enforcing correction comments and technical specification changes to hold sample quality pass rate above 95%.

SENIOR APPAREL DESIGNER

NOV 2021 – MAY 2023

FASHION UK | TIRUPUR, INDIA

- › Led product design and technical development for UK and European buyers including C&A, Character.com, John Lewis, and Next UK, delivering 4 seasonal collections per year.
- › Developed multi-category licensed apparel across marquee IPs — Minecraft, Star Wars, Marvel, Disney, Super Mario, Pokémon, Lego, Harry Potter, Xbox, PlayStation — spanning 300+ SKUs per season.
- › Partnered with merchandising and sample room teams on tracking and approval turnaround, reducing average sample approval time by 30%.
- › Analyzed global trend and consumer data to present commercial colorways, key shapes, and placement graphics to international buyers, driving 25% increase in style sign-off rate.

FASHION DESIGNER & PRODUCT DEVELOPER

JAN 2018 – SEP 2021

KINSEY KNITT INTERNATIONAL | TIRUPUR, INDIA

- › Managed complete design lifecycles for Boyswear and Girlsweat categories with a specialized focus on Disney and Marvel licensed lines, covering 250+ SKUs per season.
- › Designed key silhouettes, garment specs, and print placements for major accounts including Character.com and Fashion UK.
- › Created graphic marketing collateral, visual merchandising guides, and digital campaign assets that supported brand outreach across 50+ retail touchpoints.

SENIOR FASHION DESIGNER

JUN 2016 – JAN 2018

RUPA & COMPANY LTD | TIRUPUR, INDIA

- › Designed and executed core and seasonal ranges for flagship innerwear and lifestyle brand Macroman, covering 120+ styles per season.
- › Partnered with cross-functional merchandising teams to streamline fabric development, trim sourcing, and cost-effective construction, reducing per-unit cost by 12%.

SENIOR APPAREL DESIGNER

MAR 2014 – JUN 2016

MILLENNIUM FASHION | SHARJAH, UAE

- › Designed high-street apparel ranges and trend-led graphics for premier UK retail accounts — River Island, Next, Lipsy, and Topman.
- › Delivered range presentations to buyer teams that expanded style orders by 20% and grew market share within key accounts.

FASHION & GRAPHIC DESIGNER

JAN 2010 – MAR 2014

BEAUMONDE / RUPA | TIRUPUR, INDIA

- › Developed core branding, logos, and seasonal range aesthetics for in-house brand Estige Rabana in coordination with foreign guest designers.
- › Designed visual marketing assets, posters, web layouts, and point-of-sale displays supporting brand launch campaigns.

EDUCATION

M.SC. DIPLOMA IN VISUAL EFFECTS

Image College of Arts, Animation & Technology, Chennai, India — 2010

B.SC. IN COSTUME DESIGN & FASHION

Hindusthan College of Arts & Science, Coimbatore, India — 2008

ADDITIONAL

Languages: English (Full Professional Proficiency), Tamil (Native Speaker)

Design Software: Adobe Photoshop, Illustrator, InDesign, CorelDRAW, Cinema 4D, After Effects, MS Office Suite