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SHEROES

Women Achievers

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SUPARNA MALHOTRA

SENIOR VICE PRESIDENT



NEWTIMES
GROUP OF COMPANIES

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Y our Transformative Journey In the Industry.

I started in the industry at the age of 21 after my graduation from The London College Of Fashion.

I have over 26 years of experience in global product placement and an intrinsic knowledge of regional skill sets. Working in global fashion centers like London, New York, Tokyo, Hong Kong, San Francisco and New Delhi has given me a leading international perspective and edge.

A keen sense of design combined with strong technical knowledge helps me implement design intent innovatively and liaise between departments constructively. I also possess an analytical approach that helps me transform large amounts of information into decisive directions and strategically support the big picture, in my past roles, I have developed business, built and established merchandising teams and SOP's, identified and developed factories and created new opportunities in diverse countries. A creative blend of Marketing, Ops, QA, Tech, Product, Admin and Finance.

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An Inspirational Chapter Of Your Life that Stands Out

Humility is key. After I came back from RL in NY I thought I would get a job at a named price anywhere. My peers, friends and mentors had told me so. This was not true. I had to eat some humble pie, relearn the language of doing business as an Indian woman in India and build myself up.

The logo for BSL (Brands & Sourcing Leaders Association) is located in the top right corner. It consists of the letters 'BSL' in a bold, dark blue font, enclosed within a rounded rectangular border with a thin purple-to-blue gradient.

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Game-Changing Retail & Consumer Technologies In Your View

Chole, browzwear etc. have helped facilitate covid work from home post covid. This has broken us out of our comfort zone and allowed us more flexible, savings and TNA savings.

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Observations On Gaps In the Industry & Recommendations for Enhancements.

I have mentioned this a few times. Technology is only as good as its users. This means it is pointless to adapt and acquire new means if we do not have an educational system that is preparing people to use the same as they come out of universities or have the know how for the same.

Today there is a shortage of skilled Browzwear tech operators for example. There is some gap in the syllabus of the NIFT's and Pearl's of the world and there must be a knowledge, relationship and industry bridge between the universities and the industry.

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Your Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

Let's start with the good: India is about to undergo a massive metamorphosis and is prepared to leap to the top of the global economic standing.

India has become more open and well-integrated into international commerce. I have joined hands with BSL to try and make an impact.

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The background of the slide features a collection of faint, overlapping silhouettes of people of various ethnicities and ages, creating a sense of a diverse and inclusive community.

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A Message You'd Impart to Galvanize - India's GenZ.

The most technologically advanced, multicultural, global, and entrepreneurial generation to date is Generation Z.

Get on with it!

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