

REET LATTA

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SKILLS

Strategic Skills: Brand Strategy & Positioning, Consumer Insight & Trend Analysis, Experiential Concept Development, Cultural & Market Analysis, Luxury Customer Experience, Strategic Presentation & Communication | **Technical Skills:** Microsoft Office Suite, Adobe Illustrator, Adobe Photoshop

WORK EXPERIENCE

Savannah College of Art and Design **Atlanta, GA**
Team Lead | SCADpro Sponsored Course - Eyes on Talents *Mar 2025 - May 2025*

- Led an 8-member **cross-disciplinary team** on an industry-partnered luxury brand challenge.
- Developed a **brand positioning framework** rooted in emotional resonance and cultural relevance.
- Translated client briefs into **structured creative direction, timelines and actionable deliverables**.
- Presented **strategic insights**, concepts and deliverables to faculty mentors and industry stakeholders.

LA FACHIC **Mumbai, India**
Fashion Design Intern *Aug 2021 - Dec 2021*

- Designed a womenswear collection for an emerging startup aligned within the **contemporary segment**.
- Conducted **macro and micro trend research** to inform colour, palettes, and silhouette strategy.
- Ensured creative design outputs aligned with **brand identity and target consumer positioning**.
- Iterated and strengthened the collection through **client feedback and mentor-led design critiques**.

AJIO (Reliance Retail) **Mumbai, India**
Fashion Design Apprentice *Jun 21 - Jul 2021*

- Conducted **seasonal trend analysis** on silhouette and prints to support fusion-wear category strategy.
- Developed digital motifs and print placements using **Adobe Illustrator** for application across garments.
- Created technical flats and documentation to support **design communication** and product execution.
- Supported the design team across **concept ideation, print development and technical documentation**.

PROJECTS

Gentle Monster - Experiential Brand Exhibition Strategy (Team Project) **SCAD**

- Developed the 'Visionary Clinic' concept **translating brand DNA** into an experiential environment.
- Integrated surreal brand collaborations to elevate **cultural positioning and artistic credibility**.
- Proposed a MAXXI Museum activation in Rome as a **strategic entry into the Italian luxury market**.
- Identified **multi-generational engagement drivers** through interactive touchpoints.

Officine Universelle Buly - ESG & Luxury Brand Communication Strategy **SCAD**

- Developed a **sustainability-led campaign repositioning ESG** as an extension of heritage and ritual.
- Conducted **competitive benchmarking** to identify best practises in anti-greenwashing communication.
- Designed a **360° activation strategy** integrating digital transparency, retail experiences, refill incentives.
- Defined **target personas** and built communication frameworks to deepen **sustainability engagement**.

Moncler - Luxury Brand Extension Strategy (Team Project) **SCAD**

- Conceptualized "Moncler Après-Ski", a luxury **alpine coffee extension** in line with the brand's heritage.
- Developed a **premium product ecosystem** (espresso blends, accessories) with luxury pricing structure.
- Designed a **seasonal activation** in Courchevel integrating retail, café and immersive brand storytelling.
- Built a **GTM strategy** including geo-targeted ads, resort partnerships and sustainability-led positioning.

EDUCATION

Savannah College of Art and Design **Atlanta, GA**
Master of Arts in Luxury and Brand Management *2024 - 2026*

Atlas SkillTech University **Mumbai, India**
Diploma in Fashion Design *2019 - 2023*