



Nirali Patel, MBA

Multi-hyphenate in the Apparel industry including roles as Creative Director and Designer

About:

Nirali has worked in the Apparel industry over two decades and began her career in her teens. The self-made Canadian born designer, was brought up in the United States influenced by her South Asian background. Her various experiences in the industry has led to opportunities from designing for films, television, music videos, stage shows, and other entertainment industry jobs worldwide as well as executive level jobs supervising the production of multiple lines via China, India, and Pakistan. Nirali has worked on the design teams of large corporate accounts including Disney, Nordstrom, Macy's, JCPenney, Kohl's, Target, Walmart, Dancing with the Stars, NFL cheerleaders, U.S. Olympic teams, and The American Ballet Theatre to name a few. Nirali's work has been featured on the Bravo network as well as MTV in addition to numerous other notable media and press.

Coupled with these professional experiences, Nirali's strong academic background from the United States, Italy, and India, earning her a Bachelors in Fashion Design, Certificate in Costume Design and MBA in Management and Marketing, has led her brands to be the most trusted among the Entertainment Industry and South Asian clients. Her clients, colleagues, and employers accredit her with being a visionary, reliable, honest, budget conscious, and easy to work with. She is respected as an industry expert receiving accolades from reputable executives such as,

Corinne Ionescu VP of multi-million dollar company Hale Bob *"there's clear talent here"*
&
Kiean Satvat Design Director of JC Penney brands *"you're impressive Nirali!"*

Her well received work has gained her a nomination for Adrianna Papell & E! Television Network Design Award along with several wins for best costume at various dance competitions and pageants. Nirali is also credited with being the official inventor of South Asian special occasion maternity and nursing apparel via her brand Mamta Maternity and Nursing by Nirali Designs LLC®, the first of its kind launched worldwide in 2006. Since 1995, Nirali has launched a total of five brands which make up Nirali Designs LLC Group of Brands today.

Although she designed her first actual garment at 11, it wasn't until the age of 15 that she decided to start building Nirali Designs LLC Group of Brands offering her work to others. Being in her teens and not having access to any mentors from the industry in her family, she relied on her teachers Ms. Judy Wenger and Mrs. Bakula Dharamdas Sanghavi for guidance. After taking a few fashion courses at her high school, she begin by designing dance costumes for herself and other young dancers. At 17 years old, she was offered the position of design assistant in Mumbai creating pieces for leading Bollywood actress and dance queen, Madhuri Dixit. At 19 she had her debut fashion show at the South Asian Students Alliance Conference, where she was discovered by her first retailer in California. Shortly after, Nirali opened up a pop up shop at Shireen Boutique in Schaumburg, IL, where she was invited to show for one week, but she sold out in the first day! During the first decade of her career, Nirali is accredited with building a multi-brand corporation and being the first female owned, second generation South Asian apparel company, to have had her brands carried by 7 retailers nationwide. In the second decade of her career she was called to design for various film and TV projects as well as landing herself a seat at multiple corporate design accounts worth 30-40 million dollars in business. These are just a few of the mile stones pushing her to keep pursuing her goals and only the beginning of what she brings to any programming as a Fashion Business Expert.

In addition to design, a few other noteworthy roles Nirali has conquered in her career, included being the youngest professor at the Art Institutes in the Fashion Marketing program called to teach at three campuses. She has been a guest speaker on the Entrepreneurs Panel for Fashion Group International and involved in many internship programs from FIT, NIFT to FIDM naming a few. Nirali has also worked as a writer providing Costume and Fashion design content for publications and as a correspondent covering local fashion events. The most rewarding has been her volunteer work with the organization Free Arts for Abused Children. Through the use of arts, crafts, and other fun activities, Nirali works with kids who have experienced abuse, neglect, poverty, and homelessness, to help restore hope, resiliency, and self-esteem.

These successes have not come easily. Nirali has faced much adversity from some for pulling away from the usual South Asian American career paths to pursue her goals. Despite the lack of support at times, the designer is grateful for every opportunity and truly loves what she does. Nirali's passion stems from her deep desire to make her clients' look and feel beautiful. Currently Nirali is at a great place in her career where she can take on projects she truly enjoys that align with her personal mission of spreading beauty and joy in addition to owning and operating her own business Nirali Designs LLC Group of Brands® via www.NiraliDesigns.com *.

Connect with us!

For an interview or to schedule a screen test please contact Nirali@niralidesigns.com

Instagram: <https://www.instagram.com/niralidesignsllc/>

MTV NEWS: https://www.imdb.com/videoplayer/vi3109857817?ref_nmvi_vi_imdb_3

TikTok: <https://vm.tiktok.com/ZMJdq2YHf/>

YouTube: <http://www.youtube.com/user/NiraliDesignsLLC>

LinkedIn: <https://www.linkedin.com/in/nirali-patel-mba-b8080415>

Portfolio: www.coroflot.com/NiraliHPatel/portfolio

IMDB Costume Design: <http://www.imdb.com/name/nm2966920/>

Facebook: <https://www.facebook.com/NiraliDesignsLLC/?fref=ts>

Twitter: <http://twitter.com/NiraliDesigns>

*Website is currently under construction, for more information please view other provided links or click icons at the bottom of the current landing page found at www.NiraliDesigns.com