

## **Shades Of India Crafts Pvt. Ltd.**

There is a requirement of the Designer for Home Textiles.  
Following is the Company Profile:

### Company Profile:

Shades of India is a design-led, creative company with a strong international reputation in Home Furnishings, leisure clothes and accessories. It sells under its own brand name to leading department stores and speciality stops around the world. It also does private label work for major customers in Europe and the US. Shades of India is *best known for its creative use of layering and texturing of products*. It has won prizes for Best New Product at major international shows such as Masion et Objet in Paris and the New York Textile show. Its cushions and bedcovers have been featured regularly in international Design and Home magazines.

Shades of India has added leisure clothes and accessories – most notably the successful Shades and White collection. It has also begun developing a hospitality business – designing and making for Hotel groups. A further new area of expansion has been the Indian domestic market. Shades of India is focused on the middle and upper levels of the market where it can add value that justifies price.

The requirements of the profile are:

1. Experience - 2 Years
2. Good in Graphics
3. Strong in surface treatments
4. Can place near or in Noida

Should be:

Creative & Explorative  
Good Communication Skills  
Knowledge of photoshop/corel draw  
Responsible for designing catalogs and emailers

The interested can contact [sujitha@nid.edu](mailto:sujitha@nid.edu)/ [placement@nid.edu](mailto:placement@nid.edu) for more information.