



Urvashi Yadav

Dubai, UAE

Luxury Product & Merchandising Professional
GCC | US | Pan-Asia Markets

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Professional Summary

Globally experienced Luxury product and merchandising professional with 9+ years of international experience across high jewellery and fine jewellery, operating across GCC, US, China, Hong Kong, and Southeast Asia markets.

Currently leading cross-border product development and regional assortment alignment within a global diamond house and De Beers Sight Holder. Strong expertise in category management, product lifecycle ownership, and commercial assortment strategy, bridging heritage craftsmanship with structured retail performance.

Recognized for delivering USD 48M+ revenue-generating collections within large-scale luxury retail environments and contributed to internationally showcased high jewellery capsules, including presentations during Paris Fashion Week 2023.

Executive certification in Management of Fashion and Luxury Companies from Università Bocconi and completion of the Inside LVMH program.

Education

Bachelor of Design (Jewellery & Accessory Design) 2014-2018

National Institute of Fashion Technology (NIFT), India

Core Competencies

- Category Management
- Regional Merchandising Strategy
- Product Lifecycle Management
- High & Fine Jewellery Development
- GCC Market Strategy
- Assortment Planning & Pricing Architecture
- Retail Performance Optimization
- Cross-Border Operations
- Market & Trend Intelligence
- Commercial Project Leadership

Professional Experience

Design Manager | 2023 – Present

KGK Group | Dubai, UAE / China / Hong Kong

- Lead cross-border product and creative operations across GCC, US, and Pan-Asia markets, overseeing high and fine jewellery collections aligned with regional merchandising strategy and commercial objectives.
- Drive end-to-end product lifecycle management from concept validation to market launch.
- Align assortment depth, pricing structure, and category mix with Middle East market demand.
- Partner with sales, merchandising, and supply chain teams to support revenue targets and retail performance.
- Conduct competitive and trend intelligence to strengthen regional positioning within the UAE luxury market.
- Manage multi-location teams ensuring operational discipline and scalable execution.

Senior Executive - Design

2018-2023

Tanishq - Titan Company (Tata Group) - India

- Contributed to large-scale fine jewellery category development across 400+ retail stores nationwide within one of India's leading luxury retail brands.

Experience

- Developed commercially successful collections generating USD 48M+ in revenue.
- Collaborated with merchandising and retail teams to optimize category planning and seasonal launches.
- Integrated consumer insights into structured assortment strategies.
- Delivered showcase collections featured in national and international brand campaigns.
- Strengthened expertise in large-scale retail operations and commercial performance tracking.

● Jewellery Design Coordinator

KGK Group | Hong Kong 2023-2024
(Previous Role)

Led regional coordination across China and US markets, managing international design teams to deliver scalable, market-aligned jewellery collections.

- Oversaw product development execution and production alignment.
- Managed client-facing product briefs for US and China markets.
- Strengthened cross-functional collaboration across merchandising and production hubs.

Key Achievements

- Generated USD 48M+ in cumulative revenue through commercially successful fine jewellery collections within structured luxury retail networks.
- Led and scaled multi-country product teams across GCC and Asia, strengthening cross-border collaboration, operational efficiency, and category execution.
- Designed a high-profile bespoke solitaire collection for a leading Indian celebrity, reinforcing heritage positioning and premium brand visibility.
- Contributed to couture-inspired high jewellery capsules showcased during Paris Fashion Week 2023 in collaboration with Rahul Mishra.
- Delivered multi-million-dollar high jewellery collections presented at international trade platforms including JCK Las Vegas, Hong Kong Jewellery Show, Vicenza, and Dubai exhibitions.
- Transformed in-house creative functions into commercially aligned product strategy units supporting merchandising, marketing, and revenue performance objectives.

Certifications

- Management of Luxury & Fashion Companies - Università Bocconi
- Inside LVMH - Creation, Branding, Retail & Customer Experience, LVMH
- Intermediate Digital Marketing - Google
- Diamond Fundamentals - De Beers