

Sucheta Roy

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Education

Masters in Luxury Goods & Services Management, Politecnico di Milano 2025-present

Luxury consumer behavior, brand strategy, Brand heritage & storytelling, Retail buying & Merchandising

Fashion Retail Management NIFT, Bangalore 2018-2020

Retail Buying, Visual Merch., Consumer Behaviour, Fashion Forecasting, Strategic Brand Management



Profile

Results-driven Fashion & Lifestyle e-commerce specialist with 7+ years of experience building CX-focused product narratives and translating artisanal craftsmanship into meaningful engagement. A dual-continent Postgraduate (Politecnico di Milano x SP Jain, India), I bring a refined perspective of the heritage markets of Italy, France and India.

By synthesizing a deep understanding of brand strategy and consumer psychology with intensive industry immersions at icons such as Dior, Tiffany & Co., Ferragamo, Lanson Champagne House and Ferrari, I focus on "New Luxury" evolution - where traditional savoir-faire meets modern client expectations.

Expert in Product Intelligence, with an ability to articulate Unique Selling Propositions (USPs); Visual storytelling for luxury CX, blending data insights with premium aesthetic narratives.

Passionate about collecting and studying Vintage textiles, Crafts and Weaves

Experience

Myntra Jan 2018- Feb 2025
(India's leading Fashion E-tailer)

Strong track record of translating brand identity into impactful content and partnering cross-functionally - Product, Search, UX, Data Science to deliver measurable business impact.

Managing Special Projects | CX & Category Experience - Luxe & Premium Portfolios

Client-Centric Product Storytelling: Translated product craftsmanship, material heritage, and functional USPs into compelling narratives designed to mirror in-store luxury selling conversations. Launched projects resulting in a 6% reduction in returns and ATC conversions by 3%

Product Intelligence: Developed deep expertise in materials, textures, finishes, movement, and craftsman

Specialized in high-consideration categories (Fashion and BPC), aligning storytelling with consumer intent

SME - Content & Videos










Curatorial Excellence: Mentored a 40-member team in the meticulous curation of 60K+ monthly SKUs, ensuring every description captured the essential "Product Soul" and technical USPs.

Built and led training programs on Trends, product USPs, empowering teams to recognize and communicate high-level craftsmanship and elevating brand storytelling standards.

Launched Industry-first "Catalog Videos" focused on material movement and product USPs, leading to a drop in returns by 4%

Stakeholder Clienteling: Collaborated closely with 500+ marketplace sellers and premium brands elevating brand storytelling standards akin to CRM clienteling

Skills

-  Product Craftsmanship & Material Intelligence
-  Stakeholder Relationship Management
-  Trend Awareness & Consumer Insights
-  Heritage Market Intelligence
-  Cross-Cultural Communication
-  Brand Storytelling
-  Consumer Psychology
-  People Management
-  Cross-functional Collaboration

Awards & Recognition

Quarterly Award - OND 2023

Issued by Nandita Sinha, CEO - Myntra

For conceptualising and building "Visual Product Descriptions" to bring around 3% ATC conversions and 6% dip in returns

Quarterly Award - JAS 2022

Issued by Nandita Sinha, CEO - Myntra

For building Industry-first in-house "Rich Content" portfolio for Luxe brands-BPC with 80% GMV coverage

Quarterly Award - AMJ Quarter, CY 2021 | 'Consumer First'

Issued by Amar Nagaram, CEO - Myntra

Quarterly Award - AMJ Quarter, CY 2021 | 'Great Together'

Issued by Amar Nagaram, CEO - Myntra

For collaborating with cross-functional teams and launching large-scale projects

Workshops & Industry Immersions

WGSN Seasonal Trend Forecast Workshops - 2019-2025

Industry Immersions - Italy, France and Switzerland :

Dior | Ferragamo | Tiffany & Co. | Lanson Champagne House | Fragonard Paris | Omega | Longines | Lamborghini | Pagani | Ferrari | Lambrusco Wine House | Vinegar House Gambigliani Zoccoli, Modena

Industry Immersions - India :

Sabyasachi | JW Mariott | Blue Bay Marine

Masterclass - Luxury Swiss Watches

- by Maria Bashutkina : Elements that differentiate a Swiss watch from a luxury Swiss watch brand

Certifications

Inside LVMH Certification

Creation, Branding, Operations and Supply Chain

IICCI Certified Italian Language - Level A(I&II)

Issued by The Indo-Italian Chamber of Commerce and Industry

Customer Journey Mapping with Gen AI

Issued by LinkedIn Learning

The Persuasion Code, Part 1 & 2: The Neuroscience of Sales

Issued by LinkedIn Learning

Languages

English ●●●●●

Bengali ●●●●●

Hindi ●●●●

Italian ●●

References

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