

# Priti Zararia

<https://www.indiamart.com/priti-zararia/>

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## About Us

Having worked in fashion retail for over 14 years, Priti Zararia has great understanding of various aspects of the retail business in two challenging geographies of the North and the West India, understanding of the marketplace, product preferences, consumer buying behavior in diverse geographies. With a professional qualification in International Fashion Management from one of the most sought after Institute in Italy, She has spent time in global fashion markets observing global fashion trends and business strategies and she is equipped with an In depth understanding of the buying, sourcing, merchandising, marketing, VM and pricing strategies for International brands. She has worked in various areas of fashion lifestyle retail & e commerce, handling the categories of apparel & accessories, managing diverse aspects of online & offline retail business which include merchandising, buying & sourcing, product range planning, online category management, vendor management, online flash sale production, luxury brand management, media planning, communication & PR for luxury brands.

**For more information, please visit**

<https://www.indiamart.com/priti-zararia/aboutus.html>



## OTHER SERVICES



Luxury Fashion & Lifestyle  
Retail Solutions



Luxury Brand Management



International JV Deals

# Factsheet

Nature of Business

:Service Provider

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## CONTACT US

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