

NAWSHIN JAHAN SAYEBA

Sustainable Sourcing · Buying & Merchandising · Fashion Business

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PROFESSIONAL SUMMARY

Fashion business graduate (IED Madrid, 2025) specialising in sustainable sourcing and buying/merchandising, with a differentiated Bangladesh-to-Europe lens. Combines firsthand knowledge of South Asian textile and artisan supply chains with European market and regulatory fluency (EU Sustainable & Circular Textiles Strategy, Digital Product Passport, Green Claims Directive). Proven entrepreneurial track record plus hands-on buyer-support and trade-fair experience, and fluency across four languages — with strong command of sourcing strategy, assortment planning, and cost-and-margin modelling.

CORE COMPETENCIES

Sustainable & ethical sourcing · Supplier & artisan coordination · Buying & assortment planning · Product development (concept-to-market) · Cost & margin modelling · Sample & order management · EU textile regulation & circular-economy strategy · Trend & market research · Competitor analysis · Trade-fair & buyer liaison · Cross-cultural communication (4 languages) · Adobe Suite & Excel

PROFESSIONAL EXPERIENCE

Trade-Fair / Buyer Support

Masco Ltd — Madrid Trade Fair | 2021

- Supported buyer negotiations and client liaison for the manufacturer, building hands-on exposure to the buying and merchandising workflow.
- Coordinated samples, tracked orders, and managed product and order data across the fair cycle.

Trade-Fair Host

IFEMA Feria de Madrid | 2023–2025 (seasonal)

- Engaged international clients and buyers across multiple fair seasons, including representing the Egyptian company AGREEN in 2023.
- Welcomed and guided visitors and supported daily stand operations in a fast-paced commercial environment.

PR & Marketing Intern

Vía Communication — Madrid | Oct 2024 – Jan 2025

- Conducted market research and trend tracking to inform brand and assortment decisions.
- Coordinated influencers, stylists, and clients; drafted press releases and brand stories; and scheduled digital content.

Co-Founder & Manager

Gourdon Bd (online clothing brand) — Dhaka | 2017–2020

- Co-founded and ran a trend-driven online clothing brand, growing a social-media following to 10,000+.
- Orchestrated monthly collections, managed materials sourcing and operations, and ran influencer collaborations and events to drive engagement.

Founder & Curator

STORY1979 (@story1979) — personal design label & platform | Ongoing

SELECTED PROJECTS — SUSTAINABLE SOURCING & MERCHANDISING

ClimcoTextiles — Final Diploma Project (solo), IED Madrid, 2025 | score 9.5/10

- Designed a sustainable fabric-sourcing agency connecting Bangladeshi artisans with European buyers — supplying heritage textiles (Jamdani, jute cotton, Eri silk, organic cotton) under a fair-wage, no-mass-production model.
- Positioned the venture against EU regulation (Sustainable & Circular Textiles Strategy, Digital Product Passport, Green Claims Directive) as commercial tailwind, with a B2B go-to-market and an in-country Dhaka operating model.

Design Disciplines x Pompeii — Product Extension (team), real Spanish brand

- Developed the “Lazy Sporty Bag,” a duffel in 100% recycled polyester (made in Portugal), within a full merchandising brief — brand positioning, competitor analysis, mood boards, packaging, and sourcing.
- Built a transparent cost-and-margin model from production (€20) through wholesale to a €70 retail price, demonstrating end-to-end costing and merchandising fluency.
- Additional solo concepts — Woven Roots (sustainable fabric sourcing) and GemLend / Sabyasachi (jewellery-rental, circular-economy) — each built on SWOT, value-chain mapping, buyer personas, and the 4Ps.

EDUCATION

Fashion Business Diploma | IED Madrid (Istituto Europeo di Design) | 2022–2025

Design Foundation Course | Marbella Design Academy | 2020

O-Levels | Bangladesh International Tutorial, Dhaka | 2019

LANGUAGES

Bangla (native) · English (fluent) · Spanish (professional) · Hindi (conversational)