

Rajnandini Agarwal

FOUNDER & CREATIVE DIRECTOR · LUXURY LEATHER GOODS · EXPORT MANUFACTURING
Kolkata, India +91 8697712999 ragarwal8@babson.edu [linkedin.com/in/rajnandiniagarwal](https://www.linkedin.com/in/rajnandiniagarwal) shop.blueandblues.com

PROFILE

Entrepreneur working at the intersection of design, craft and business. Relaunched Blue & Blues, an Italian-origin leather accessories label (est. 1978), as a design-led, accessible-luxury brand, and serve as a director of an export house for global fashion brands. Babson-trained in marketing and business analytics, with hands-on experience spanning design, sourcing, manufacturing, sales and e-commerce. Committed to making luxury more transparent, responsible and enduring.

EXPERIENCE

Blue & Blues · Founder & Creative Director Kolkata · May 2024 – Present

Leather bags and accessories label founded in Italy in 1978; acquired by Unique International in 2001, paused in 2016, relaunched under my leadership.

- Relaunched and repositioned the dormant brand: defined its vision, identity and product strategy around timeless, functional design, luxury-grade quality and accessible pricing.
- Generated **₹35 lakh+ in first-year revenue** across direct-to-consumer e-commerce, retail and B2B orders.
- Built a **catalogue of 73 products across 17 collections**, including five signature lines (Essentials, Focus, Gaia, Sync, Wander) spanning backpacks, laptop bags, handbags, wallets, and tech and desk accessories.
- Lead a **team of 15+** and a production network of **150+ artisans**; manage suppliers and vendors across sourcing, sampling, manufacturing, quality control and real-world product testing.
- Designed and built the brand's e-commerce website; oversee digital merchandising, product storytelling and brand communications.
- Embedded responsible practice: **100% LWG-certified leather**, small-batch production, and factories audited for environmental, social and fair-trade compliance (SEDEX). Showcased the brand at industry exhibitions.

Unique International Pvt. Ltd. · Director, Sales & Marketing Kolkata · Dec 2022 – Present

Manufacturer and exporter of men's bags, handbags, travel and lifestyle accessories for global fashion brands; operating for 50 years.

- Secured **5 new international export clients** through prospecting, client visits and long-term relationship building.
- Contributed to new product development, translating brand-client briefs into samples and production-ready designs.
- Represent the company at international trade fairs to source new materials, vendors and suppliers and to grow its industry network.
- Oversee company communications and positioning with international buyers.

EDUCATION

Babson College · Wellesley, Massachusetts, USA Aug 2019 – Dec 2022

B.S. in Business Administration; concentrations in Marketing and Business Analytics
GPA 3.49 · Dean's List, four consecutive semesters (Fall 2020 – Spring 2022)

Modern High School for Girls · Kolkata, India Graduated 2019

Class XII, Commerce: **97.8%**

Standardised tests: SAT 1480 · IELTS 8.0

SKILLS & ADDITIONAL

Business	Brand strategy and positioning · product development · sales and business development · international trade and export · supply chain and vendor management · negotiation
Digital & analytics	Web development · Shopify e-commerce · digital merchandising · business analytics
Sustainability	Responsible leather sourcing (LWG) · ethical and social compliance (SEDEX) · small-batch production
Certification	Fundamentals of Modern Sales
Languages	English, Hindi (native) · German, Bengali (elementary)
Interests	Transparency and sustainability in luxury fashion · materials innovation and functional design · preserving artisanal craft