

PORTFOLIO - 2022

ANAND V V



Anand.V.V

An aspiring fashion design student looking to enhance more exposure in menswear industry. Seeking for an opportunity to utilise my skill set for the growth of organisation and carrier advancement with continuous learning process.



9539449920



anandvv62@gmail.com



Vadakke veedu,
Eravil Pllicode P O
Kasaragod, Kerala
671310

LANGUAGE
English
Malayalam

EDUCATION



- PG DIPLOMA
INTAGRETED TEXTILE AND APPAREL DESIGNING
Kerala State Institute of Design
08-2020 - 09-2023
- BSC COSTUME DESIGN AND FASHION
Bharathiyar University
06-2016 - 05-2019

SKILLS



- PROFESSIONAL
Excellent sketching
Good creative thinking
Flexible and adaptable to work
- TECHNICAL
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Clo 3D

Table of content

01

Cognizance
Unisex Collection
SS23

04

Casual Shirts
Tie and dye
Upcycled

02

Shirt and Slack
Menawear
SS23

05

Beach and Coastal
Kidswear collection
SS23

03

Blazer and Vest
Menswear
SS23

Cognizance



Following the pandemic, the globe is beginning to relax and be cheerful. Everyone is attempting to mend themselves by taking vacations to natural locations. This spring-summer collection, Cognizance, is inspired by a scenario of local travellers who realised the indivisible link between environment and humanity.

Natural dyes, instead of recycled fabrics like those used in Zara's "join Life" Collection, were chosen for the capsule collection to reduce textile impact on the environment.

**SS23
Unisex Collection**

01

Brand Study Mind map



ZARA is a Spanish apparel retailer based company specializes in fast fashion.

Zara stores have men's and women's clothing as well as children's clothing (Zara Kids). Zara Home designs are located in European stores. The majority of Zara customers are aged between 18 and about 35.

vision

"Give customers what they want, and get it to them faster than anyone else."

Mission

"to contribute to the sustainable development of society and that of the environment with which we interact."

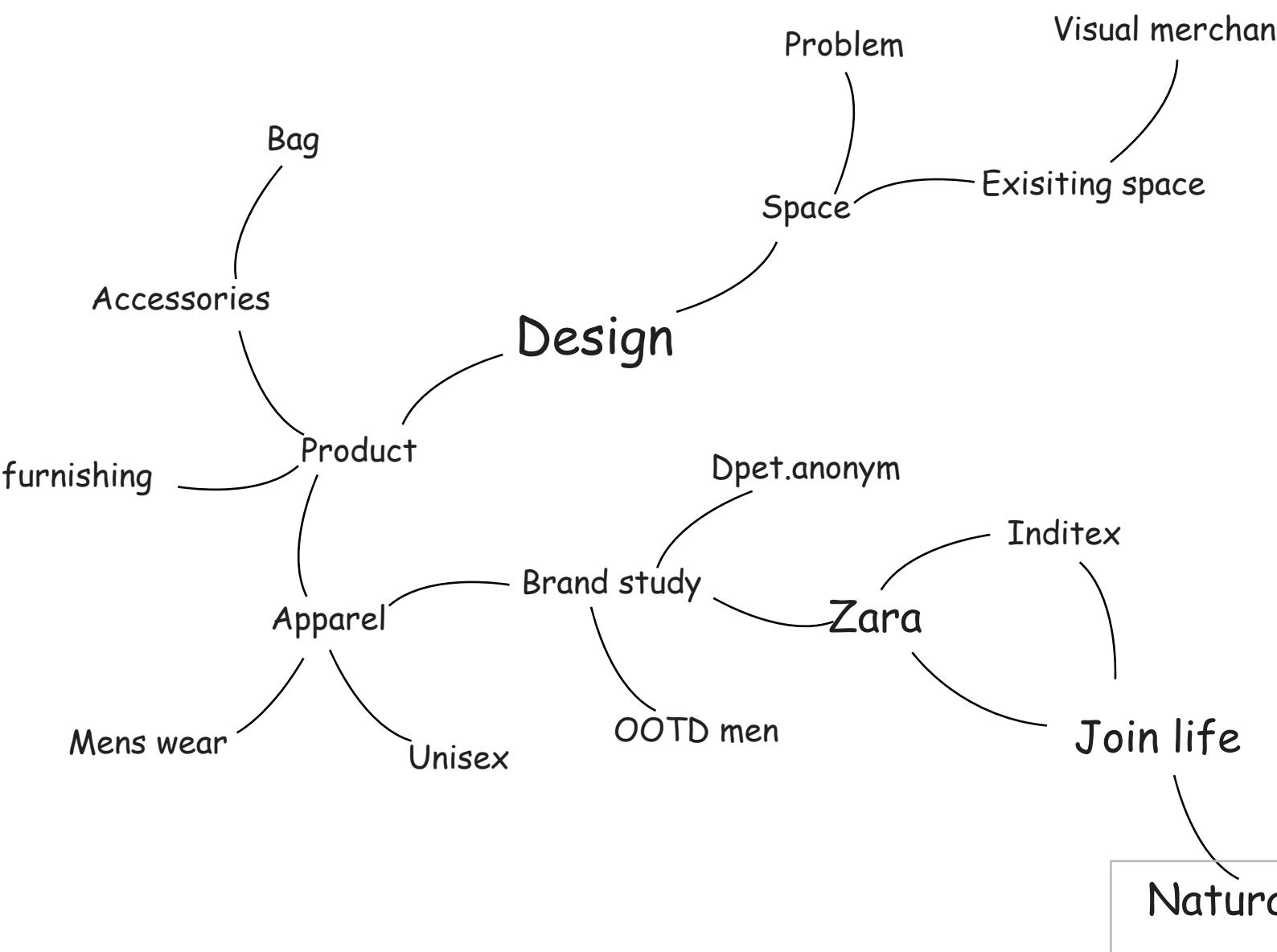
COLOR PALATTE OF ZARA



Minimal
Functional
Stylish

JOIN LIFE ; sustainable collection

features a number of styles including contemporary designs made from sustainable materials. The apparel is made from recycled wool, sustainable Tencel, and organic cotton as cited on Zara's website. the label launched on 2016. they aims to minimise the environmental impact of textile manufacturing. Environmental attributes of join life is care for planet, care for fibre and care for water.



Trend board inspiration board

Local explorer

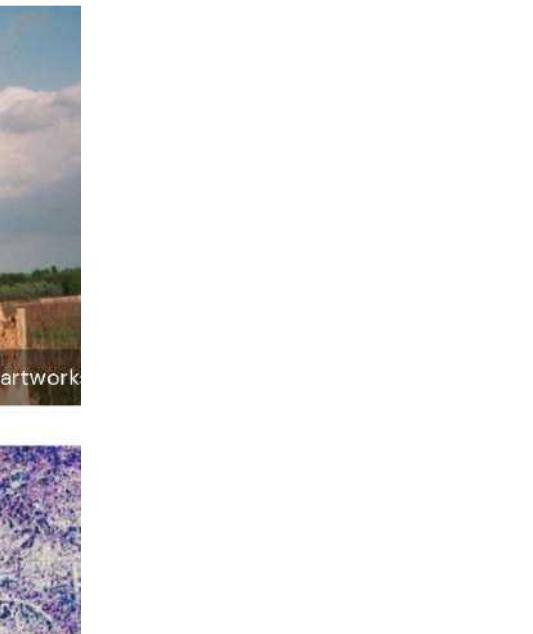
The concept: the pandemic has forced more people to take vacations closer to home, and appreciate the forgotten natural wonders their local area has to offer. With hyper-local day-tripping set to rise, expect to see a more laid-back approach to outdoor gear.

Casual cut-and-sew pieces printed with stripped-back graphics will be key, in an earthy colour palette. Also worth noting is the emergence of varsity lettering in outdoor gear, creating a fresh take on the perennial preppy look.

It's important to advocate for inclusion and equality in your outdoors range, so partner with collectives such as Flock Together who do just that.

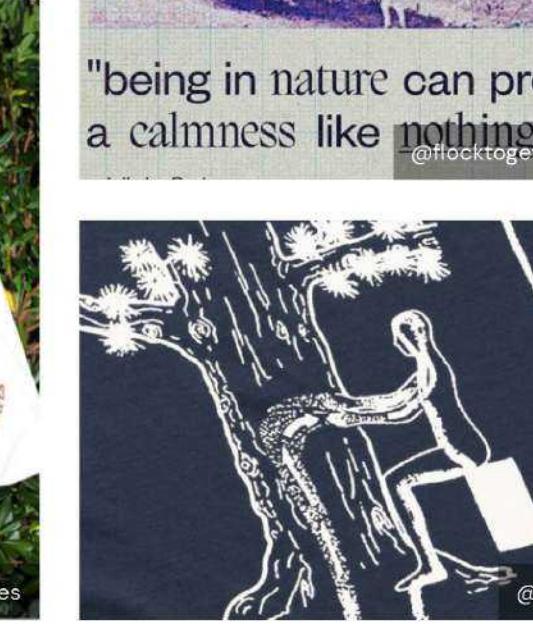
Sustainability: with sustainability sitting high on the agenda for nature lovers, make sure to reflect this via eco-friendly sourcing and manufacturing. Swap toxic chemicals for lower-impact natural dyes, and print on undyed GOTS-certified cotton.

Relevant for: graphic tees, sweatshirts, accessories



"being in nature can provide a calmness like nothing else"

@flocktogether.world



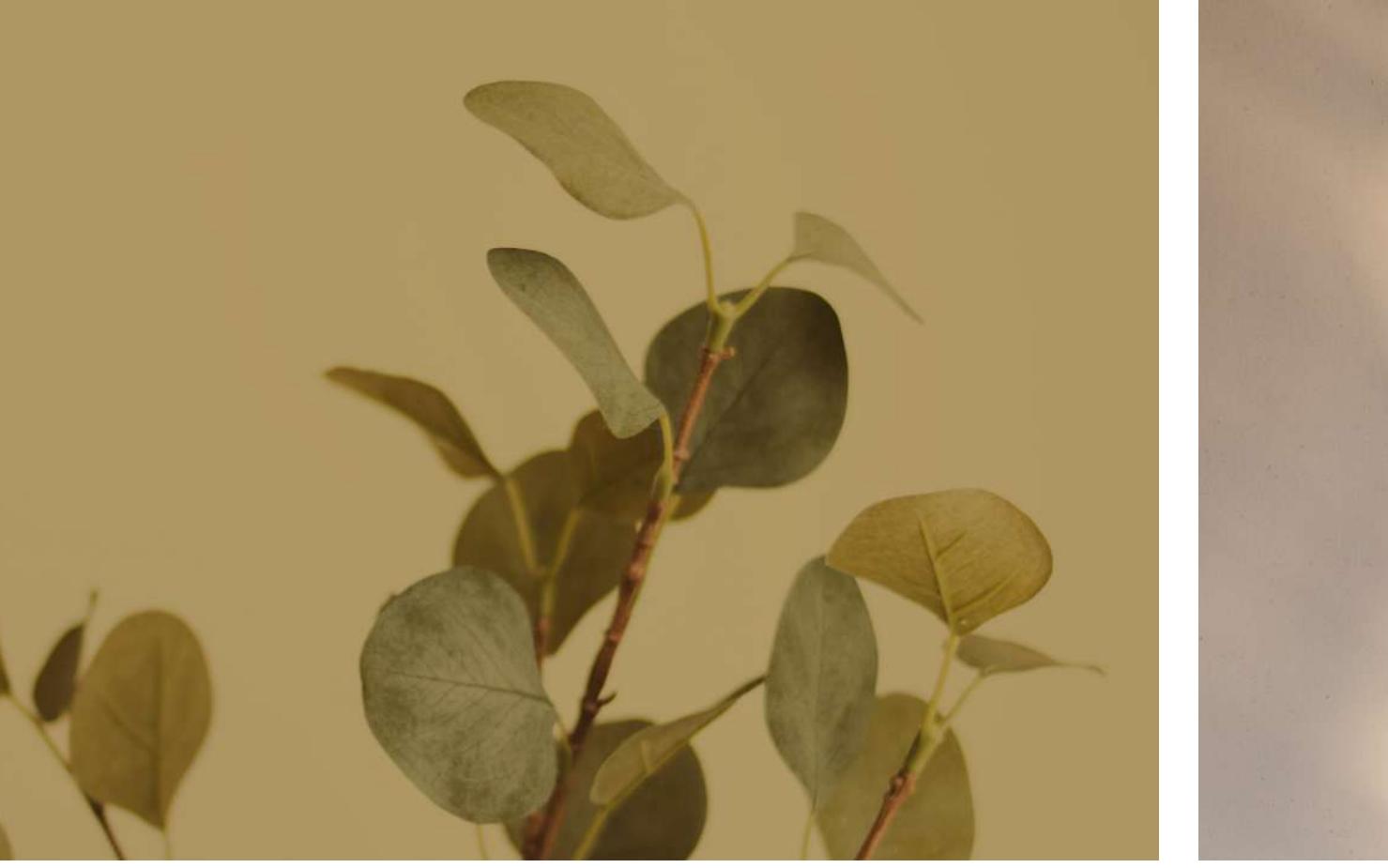
@goodmorningtapes



Mood board - Color board Client board



Pantone 401 C
Hex: #AFA9A0
RGB: (175,169,160)



Pantone 7501 C
Hex: #D9C89E
RGB: (217,200,158)



Pantone 478 C
Hex: #703F2A
RGB: (112,63,42)



Pantone 5763 C
Hex: #737B4C
RGB: (115,123,76)



Gender : Unisex

Age group : 18 - 35

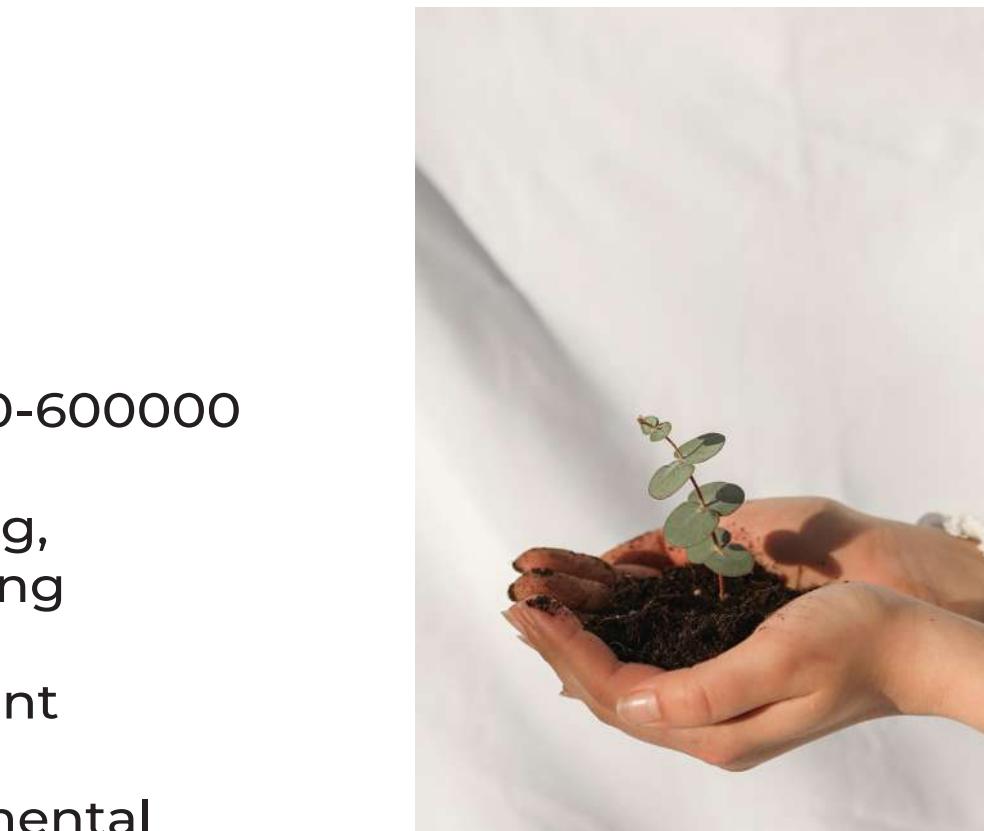
Location : India

Annual income : 300000-600000

Interest : Traveling,
Modeling

Lifestyle : Confident

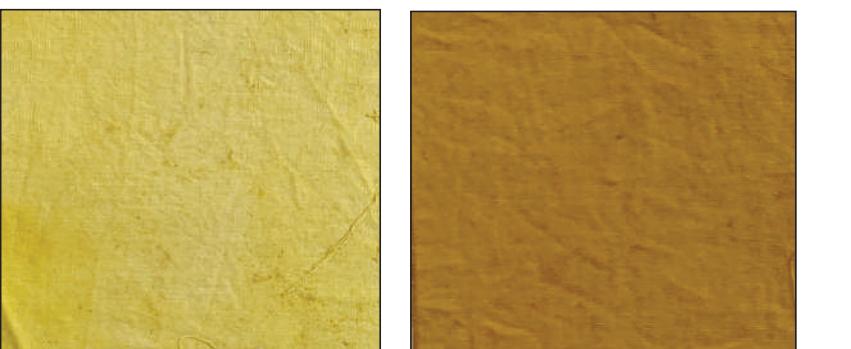
Fashion views : Experimental



Natural dye-Explorations

Turmeric

YELLOW SHADE



Rathan jyothi

GREY SHADE



Tea Powder

BROWN SHADE



Eco Print



Cashewnut Bark

BROWN SHADE



Onion Peel

BROWN SHADE

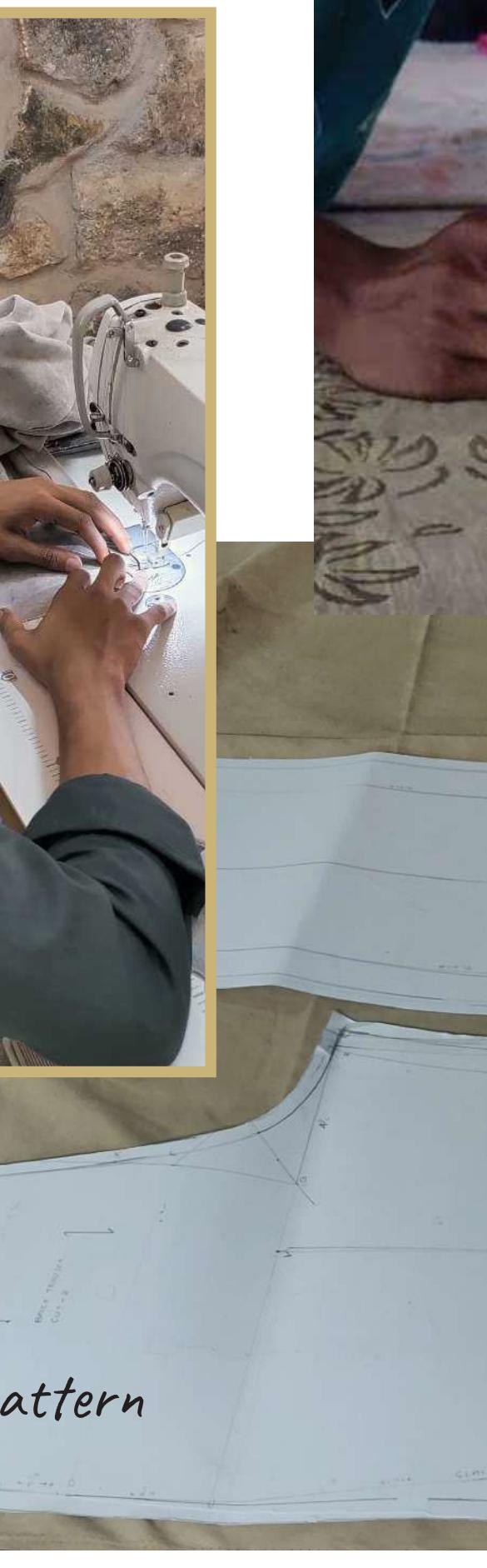


Hibiscus & Henna

BROWN SHADE



Fabric board Process



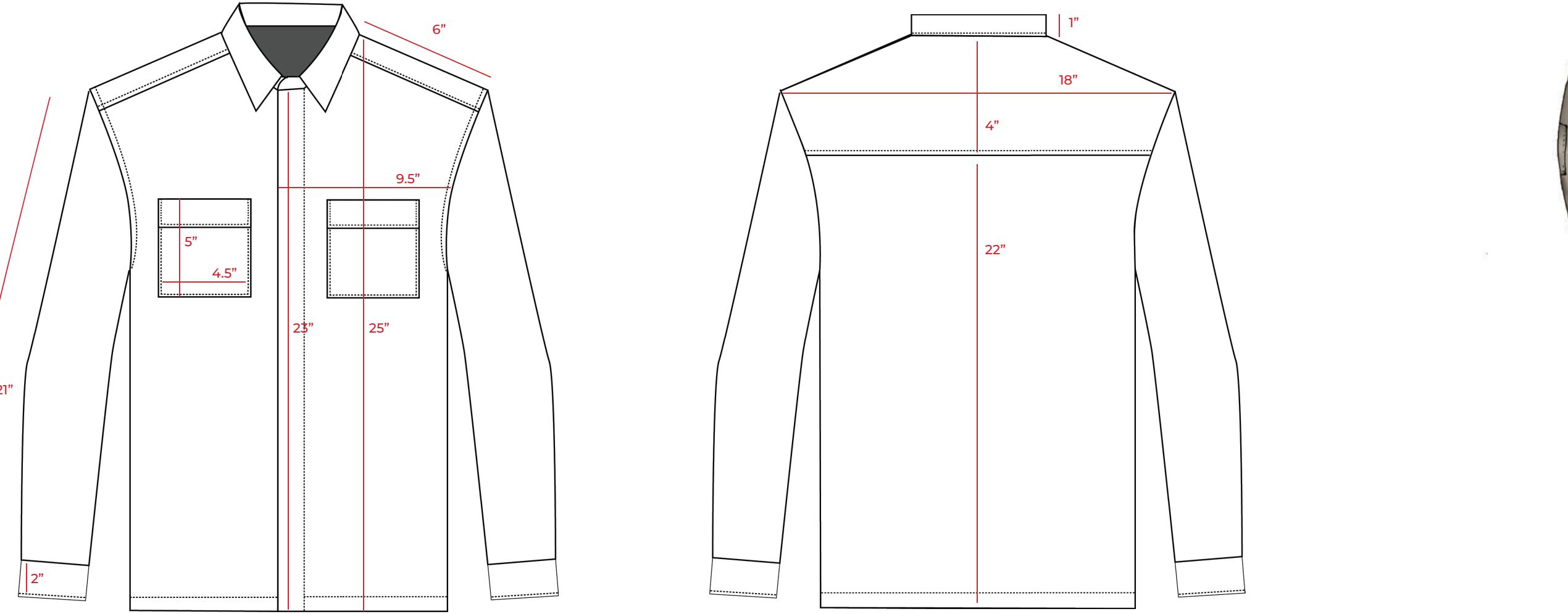
Block printing by Natural
paste (Gumarabic)



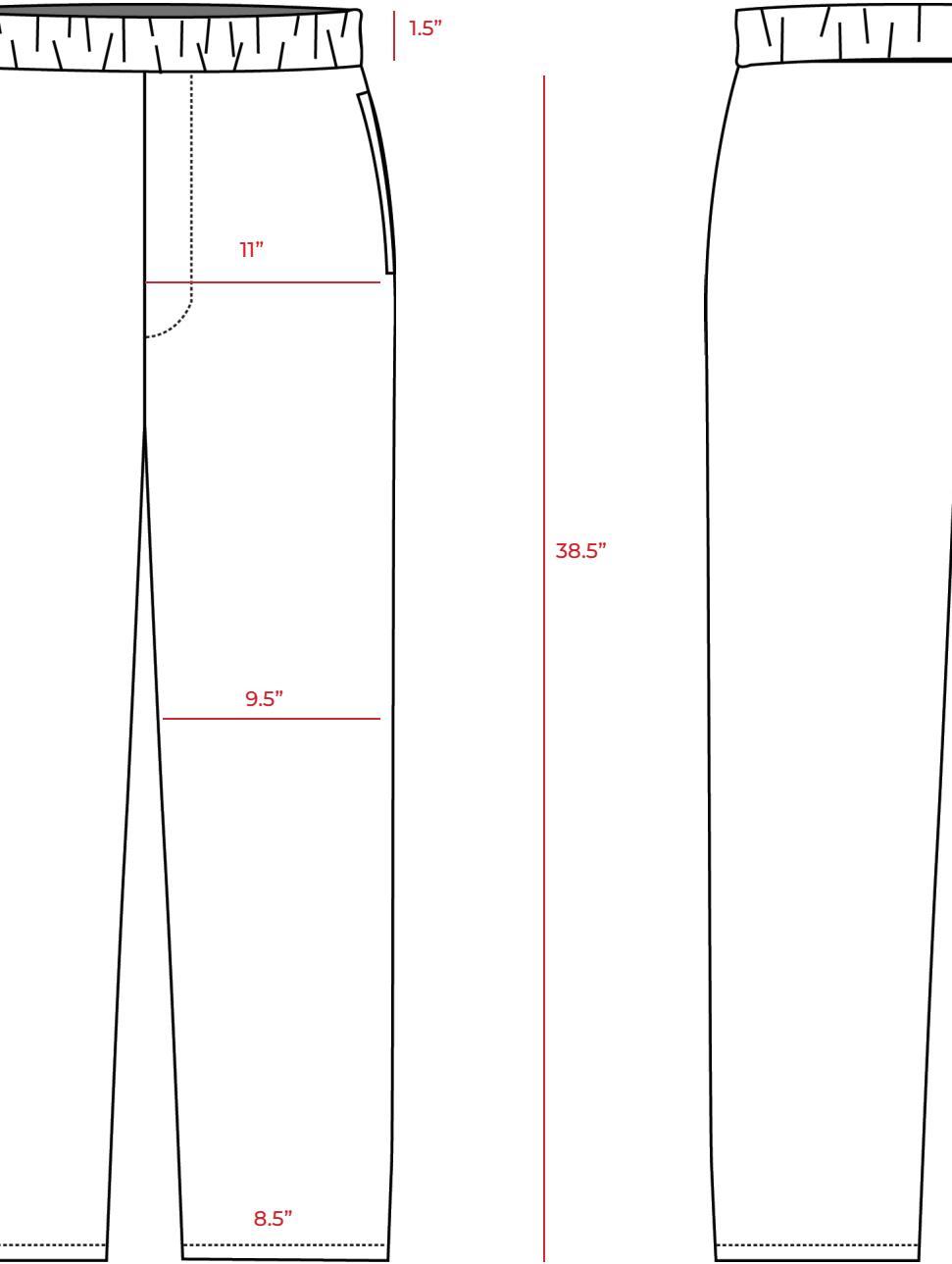
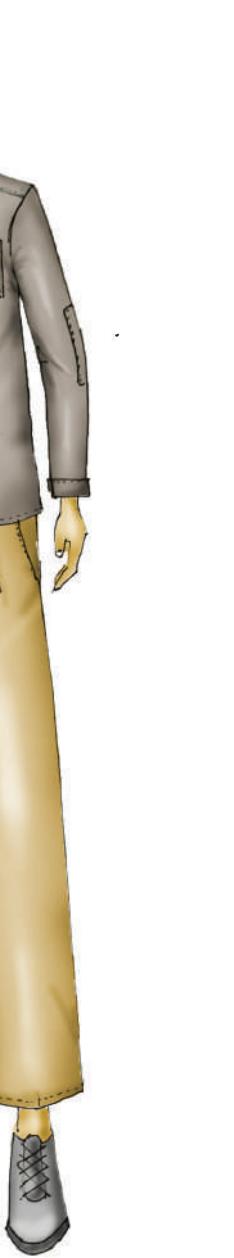
Waist bag patterns tracing
on fabric

Single welt pocket

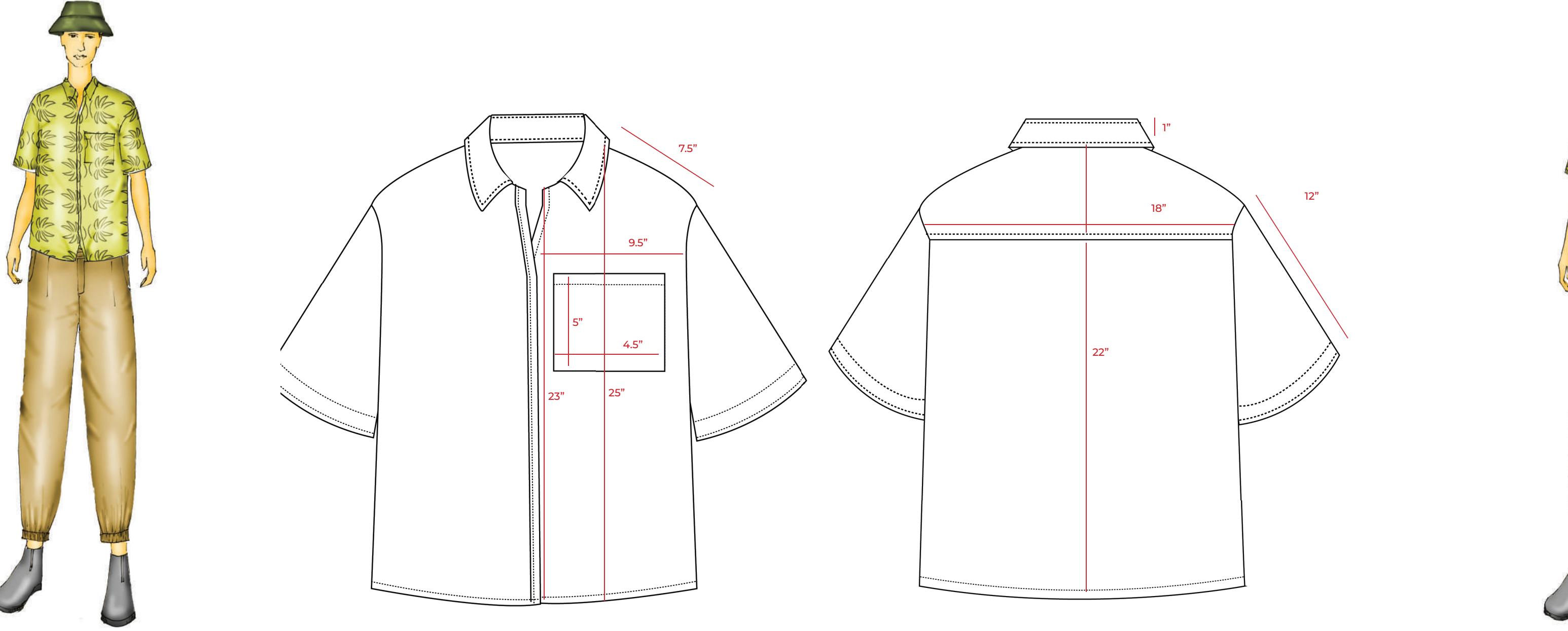
Overshirt					
Season	SS23	Style No	SS23001	Date	30-03-22
Gender	Unisex	Description	Patch on sleeve	Created by	Anand V V
Detailed Sketch					



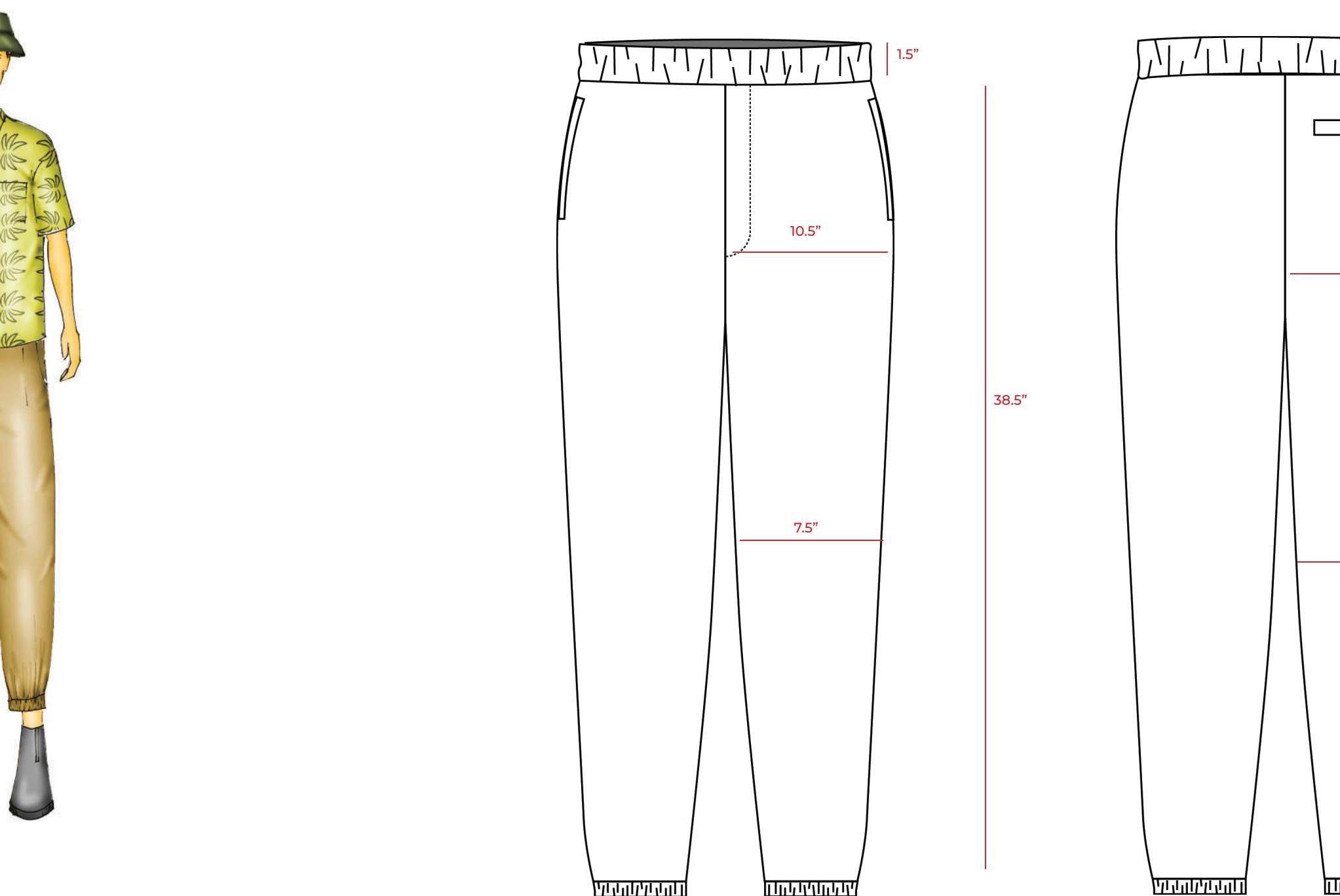
Jogger waist trouser					
Season	SS23	Style No	SS23002	Date	02-04-22
Gender	Unisex	Description	Relax fit	Created by	Anand V V
Detailed Sketch					



Block printed shirt					
Season	SS23	Style No	SS23003	Date	06-04-22
Gender	Unisex	Description	Off shoulder	Created by	Anand V V
Detailed Sketch					



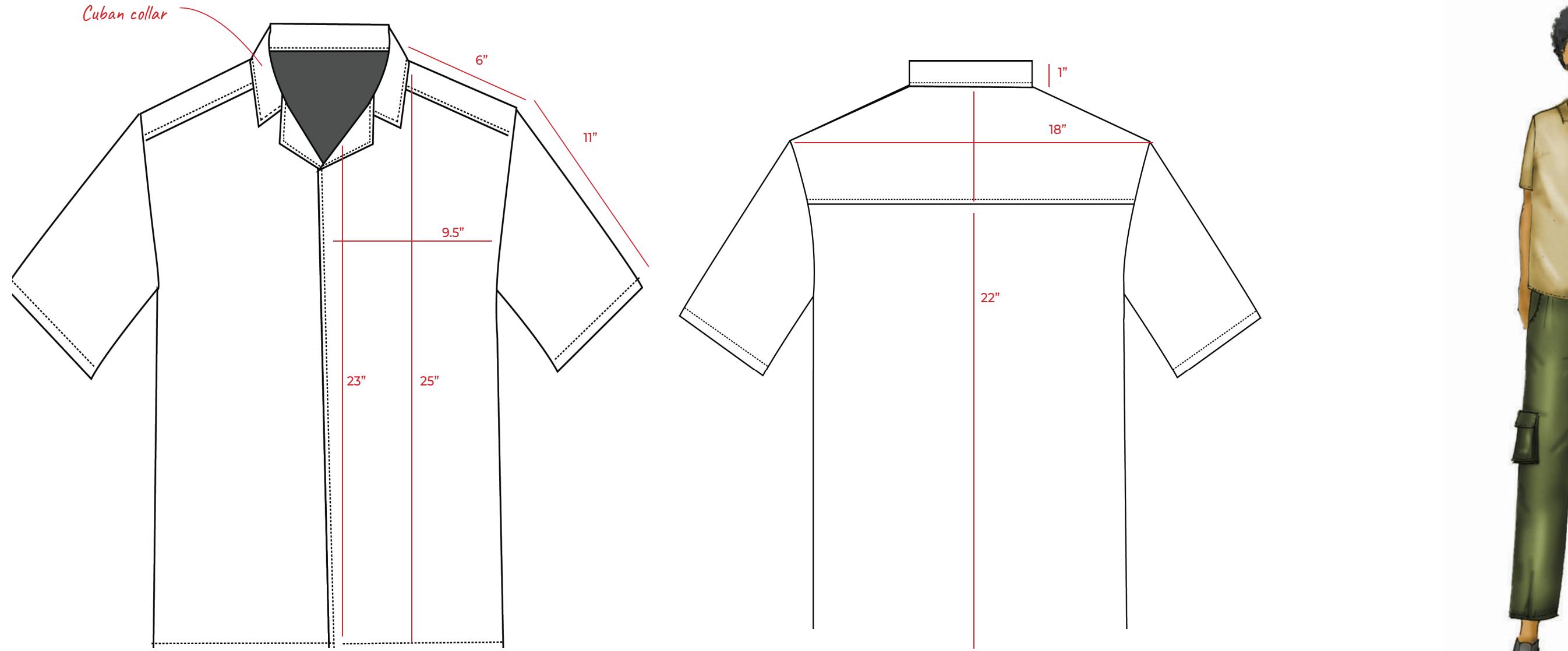
Jogger					
Season	SS23	Style No	SS23004	Date	09-04-22
Gender	Unisex	Description	Elastic waist	Created by	Anand V V
Detailed Sketch					



Cuban collar shirt

Season	SS23	Style No	SS23005	Date	09-04-22
Gender	Unisex	Description	Cuban collar	Created by	Anand V V

Detailed Sketch

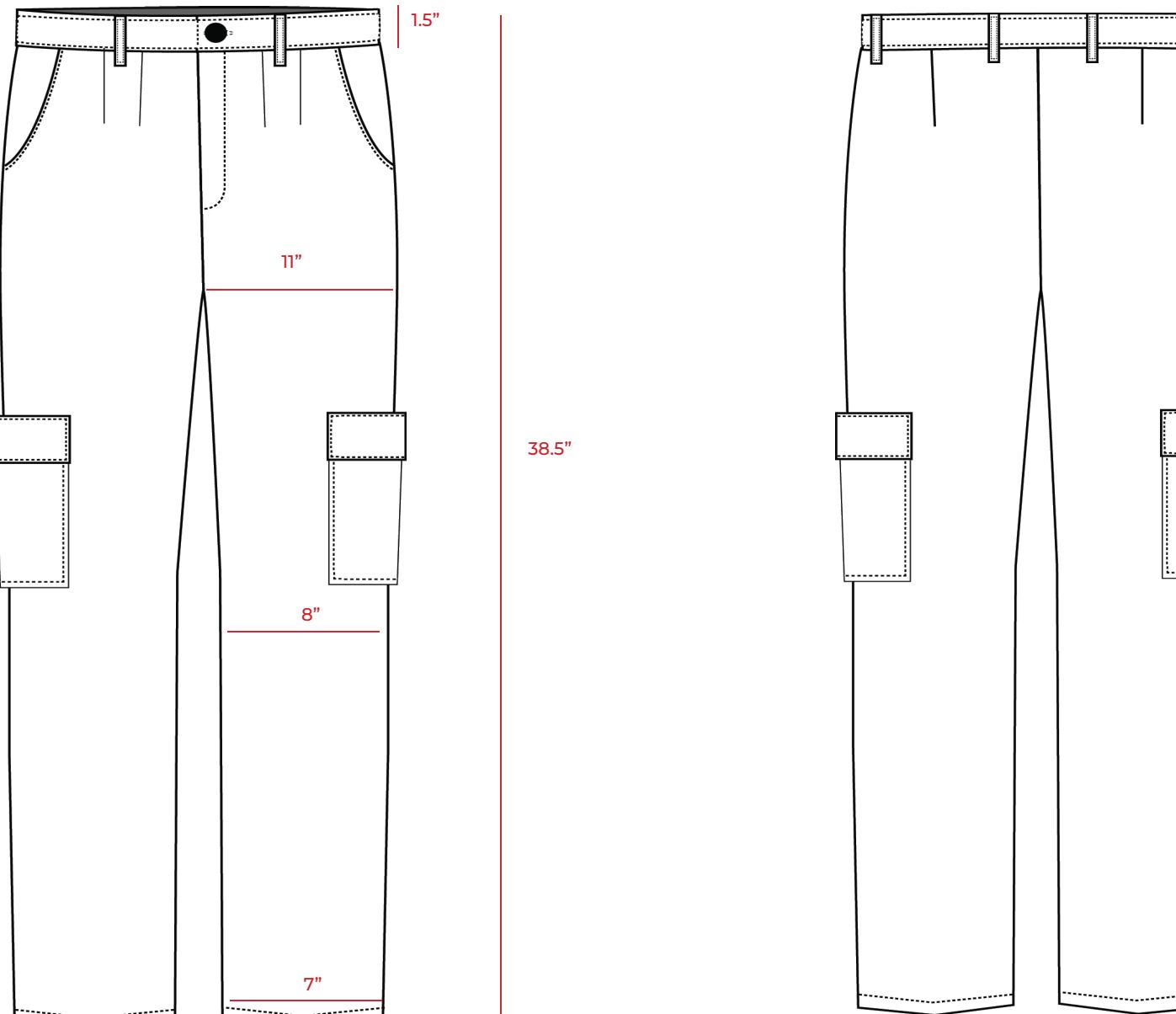


Portfolio - 2022 / Anand

Cargo trouser

Season	SS23	Style No	SS23006	Date	09-04-22
Gender	Unisex	Description	Cargo pocket	Created by	Anand V V

Detailed Sketch







Buffel bag & waist bag

Shirt & Slack



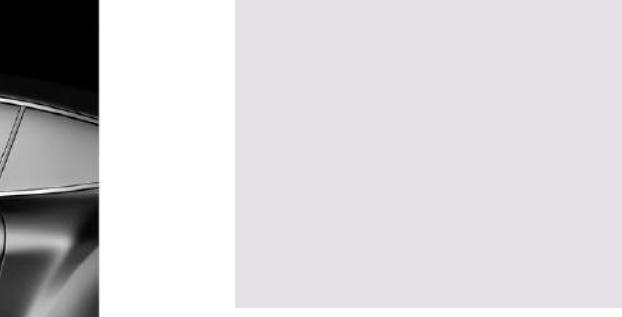
A casual shirt and Slack were created for the SS 23 season using the pattern making technique.

**SS23
Menswear**

02

Inspiration board

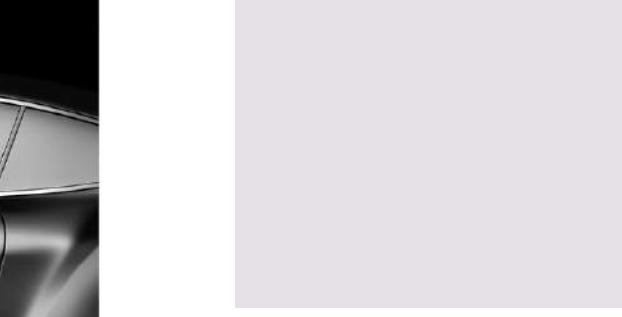
Mood board



Pantone 1815 C
Hex: #7C2529
RGB: (124,37,41)



Pantone 446 C
Hex: #3F4444
RGB: (63,68,68)



Pantone 663 C
Hex: #E5E1E6
RGB: (229,225,230)

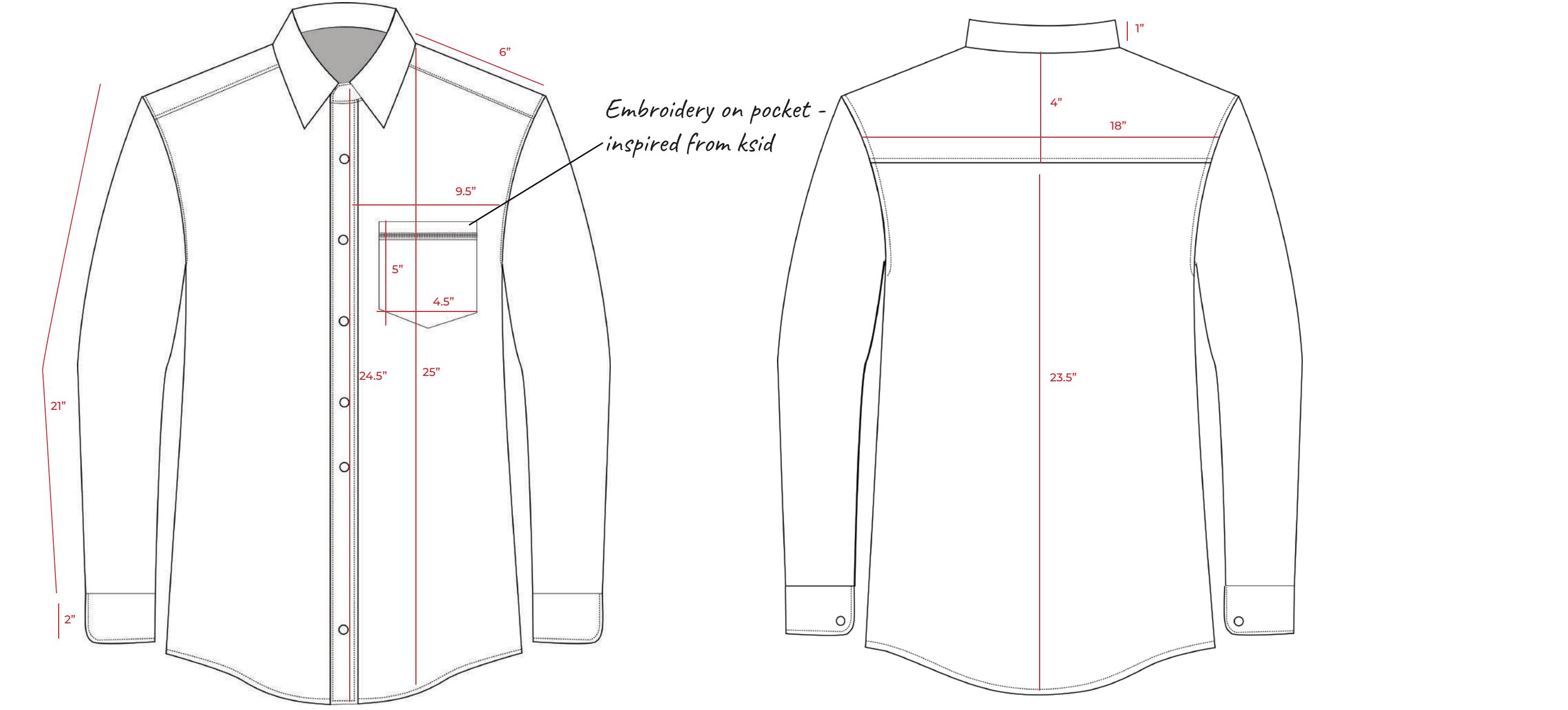
Initial Sketches Fit test



Shirt

Season	SS23	Style No	SS2310	Date	06-03-22
Gender	Male	Description	Embroidery	Created by	Anand V V

Detailed Sketch

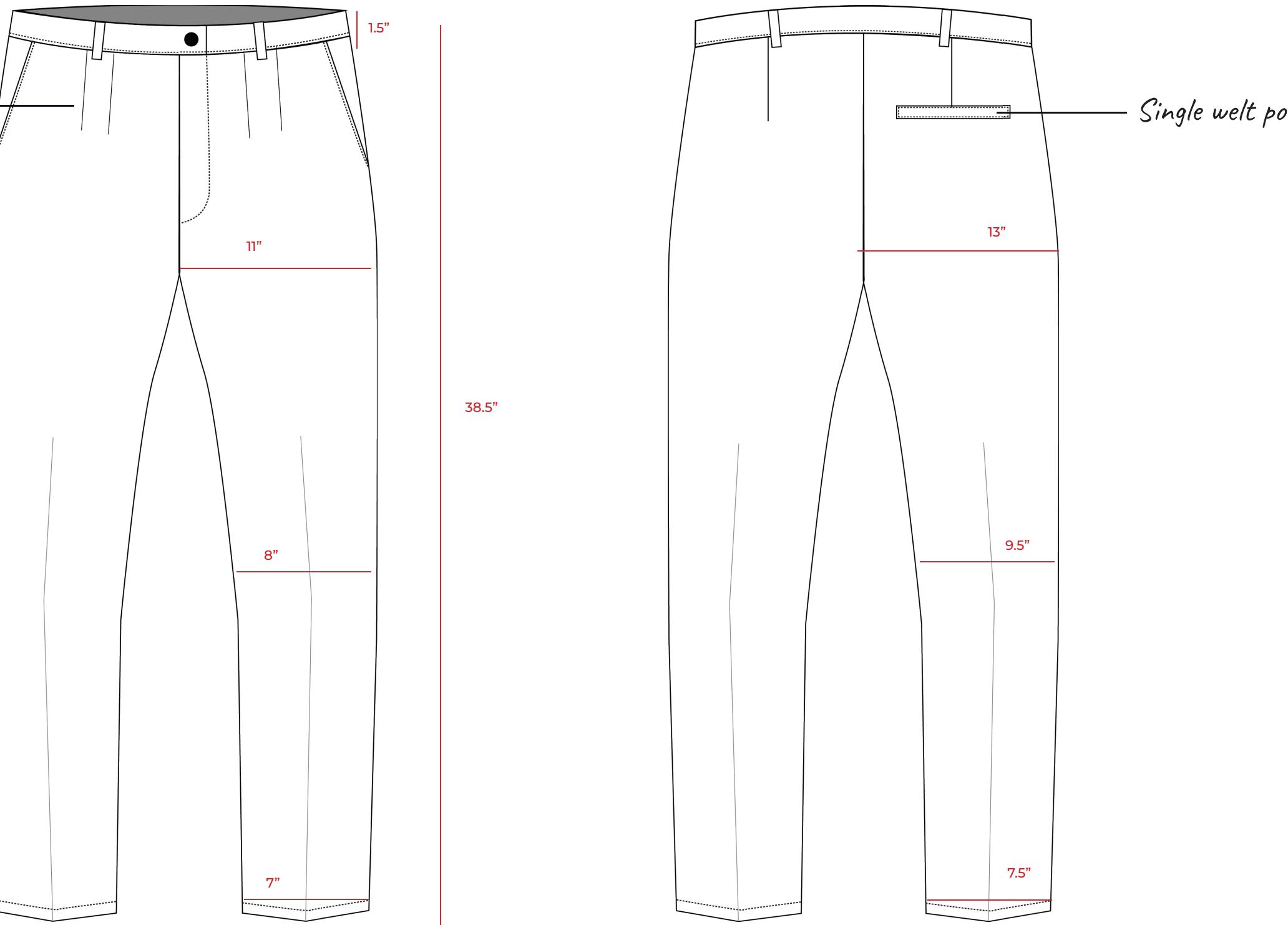


Portfolio - 2022 / Anand

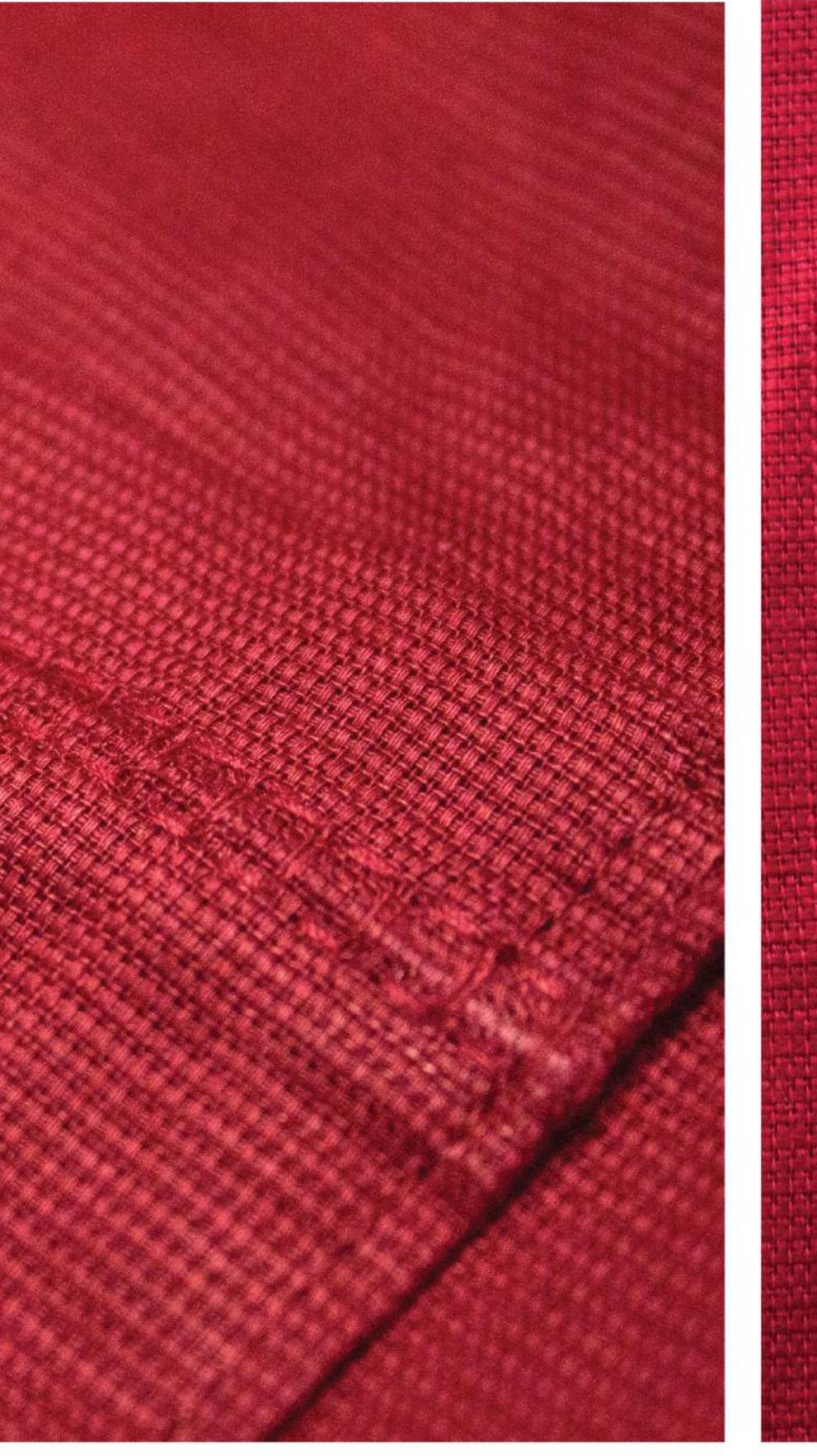
Comfort fit Slack

Season	SS23	Style No	SS2310	Date	12-03-22
Gender	Male	Description	Dart on waist	Created by	Anand V V

Detailed Sketch



Look board



Embroidery on pocket



Flat and fell seam



Pleat on sleeve



Blazer and Vest



A Blazer and vest were Designed for the SS23 by following pattern making technique.

**SS23
Menswear**

03

Inspiration board Mood board



Tranquil

calm

Fledged



Pantone 350 C
Hex: #2C5234
RGB: (44,82,52)



Pantone 575 C
Hex: #67823A
RGB: (103,130,58)

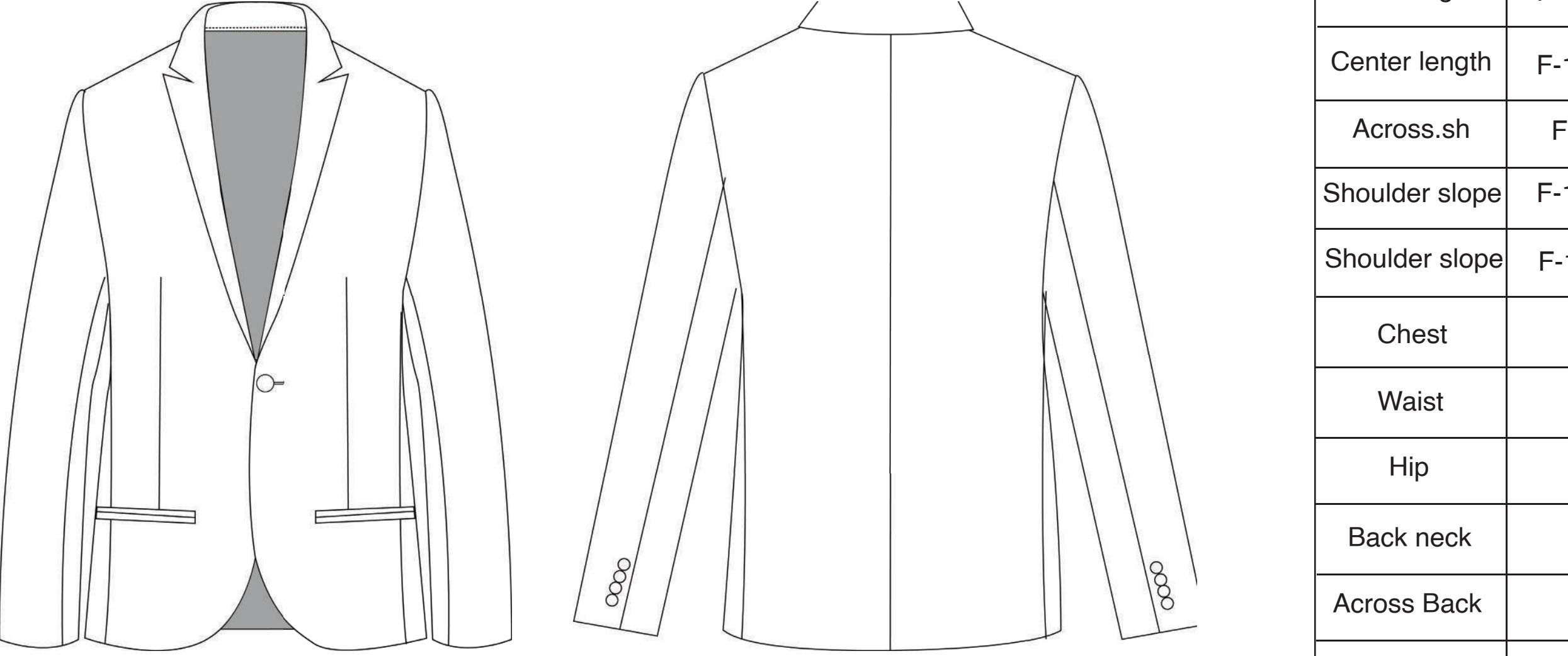


Pantone 7554 C
Hex: #4B3D2A
RGB: (75,61,42)

3D Render
Fit test



Blazer					
Season	SS 23	Style No	SS23BLo1	Date	01-08-22
Gender	Male	Size	Small	Created by	Anand
Fabric	cotton, Chiffon	Description	-	Pattern	Solid, Print
Detailed Sketch					

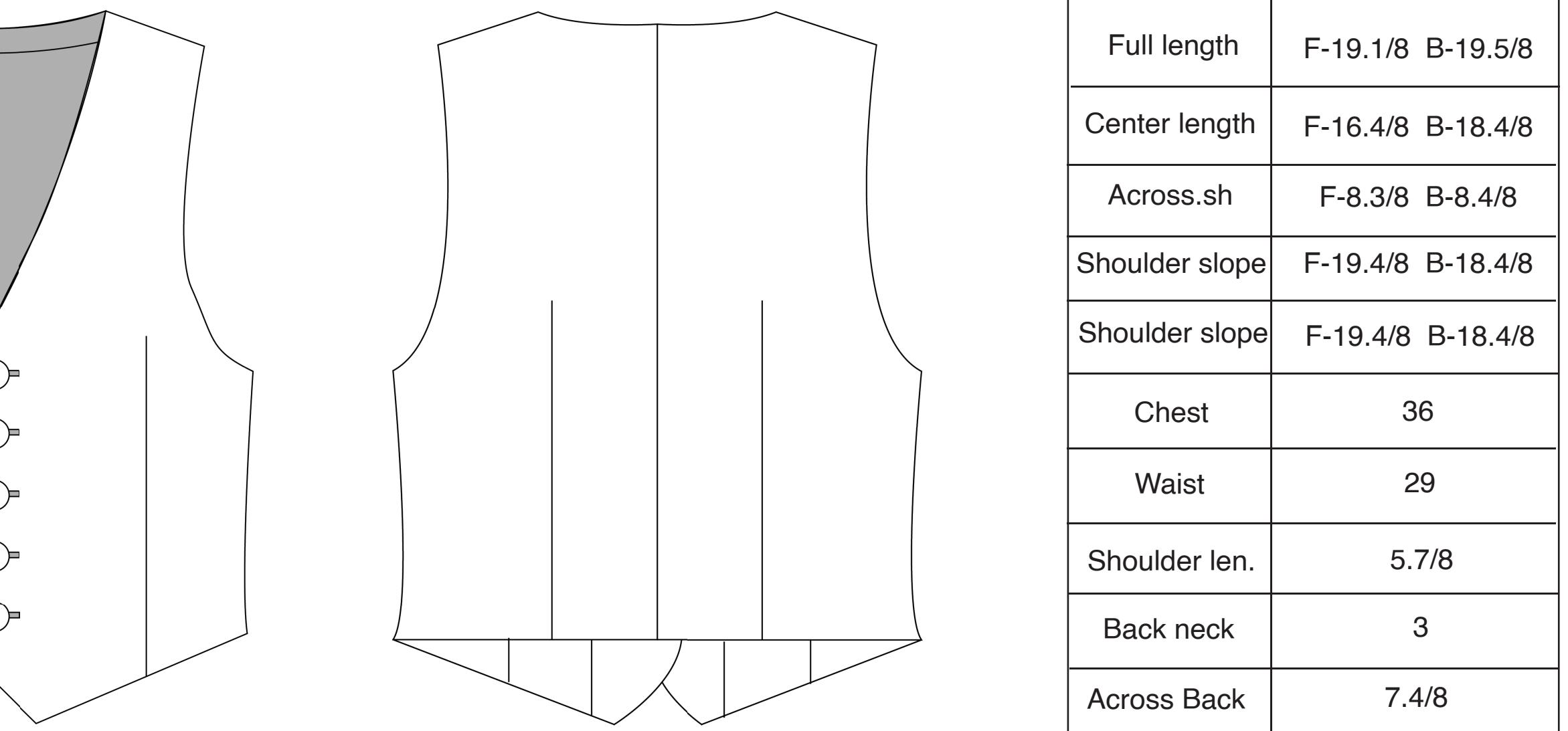


Portfolio - 2022 / Anand



Full length	F-19.1/8 B-19.5/8
Center length	F-16.4/8 B-18.4/8
Across.sh	F-8.3/8 B-8.4/8
Shoulder slope	F-19.4/8 B-18.4/8
Shoulder slope	F-19.4/8 B-18.4/8
Chest	36
Waist	29
Hip	36
Back neck	3
Across Back	7.4/8
Shoulder len.	5.7/8
Seat depth	7.3/8
Sleeve len.	23

Vest					
Season	SS 23	Style No	SS23Vso1	Date	02-08-22
Gender	Male	Size	Small	Created by	Anand
Fabric	cotton, Chiffon	Description	-	Pattern	Solid, Print
Detailed Sketch					



Portfolio - 2022 / Anand

Look board



Casual Shirts



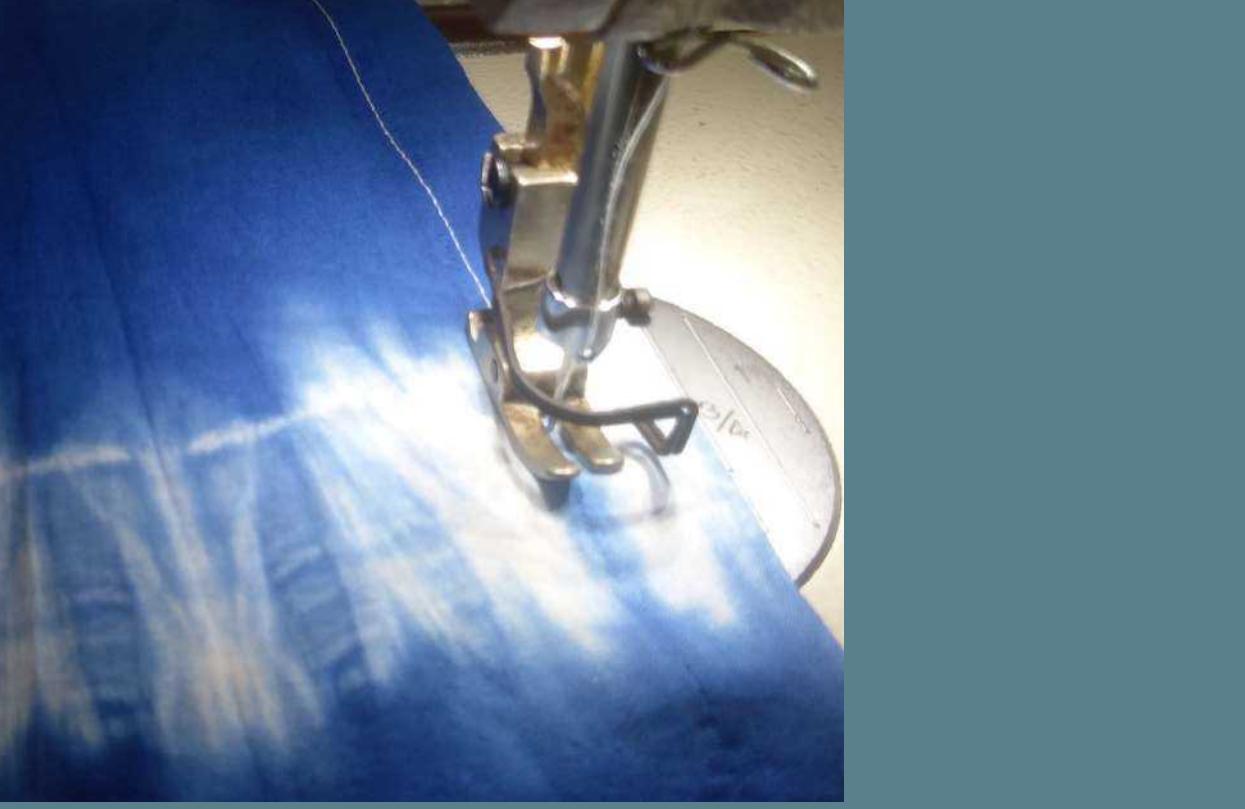
Two casual shirts, designed by following various methods,

Tie and dye : For the dyeing process, indigo direct dye is used.

Upcycled fashion : shirt made from a bedsheet.

Menswear

04



Beach & Coastal



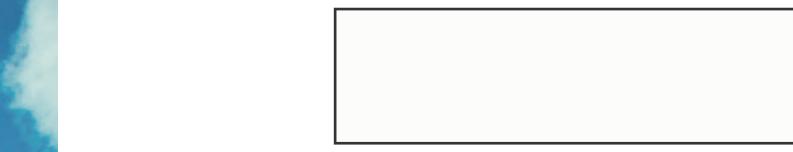
The peaceful and upbeat ambience of the beach and coastal areas always draws us in. The enjoyable beach experience we had as children is something we will always remember. We can't take a summer vacation without beach time.

The coastal-inspired colours and motifs give the collection its cheerful and laid-back characteristics.

SS23 Kidswear Collection

05

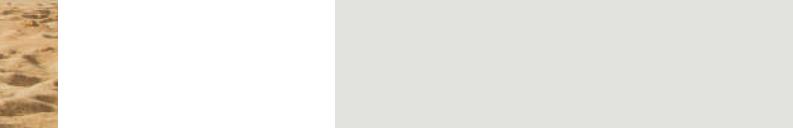
Inspiration board
Mood board



Pantone 000C
Hex: #fbfdf8
RGB: (251,253,248)



Pantone 7502 C
Hex: #CEB888
RGB: (206,184,136)



Pantone Cool Gray 1 C
Hex: #D9D9D6
RGB: (217,217,214)



Pantone 2401 C
Hex: #34A798
RGB: (52,167,152)



Pantone 2153 C
Hex: #00567E
RGB: (0,86,126)

Trend board

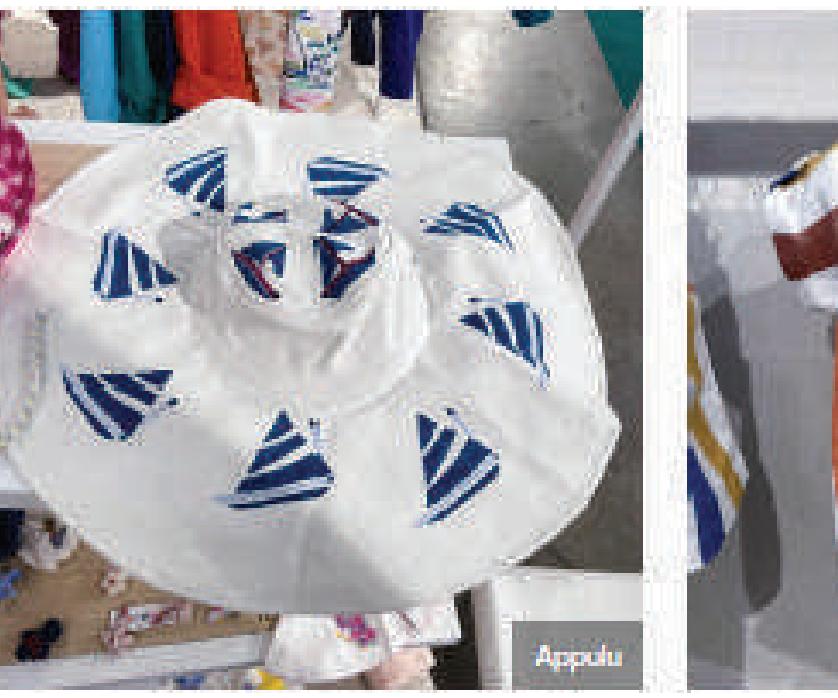
Client board



Shore thing

Nautical themes have seasonless appeal as a relaxed mood informs new looks.

- Highlighted in our S/S 23 Soul Space forecast, cheerful, retro Coastal Kitsch and soothing Harbour Days looks update nautical themes
- UK-based P Denim includes a casual over-the-head style in its capsule wardrobe, showing the desire for easy throw-on items that last season after season
- Look to souvenir treasures and kitsch coastal motifs for a nostalgic prints and graphics story



Catagory : Boys

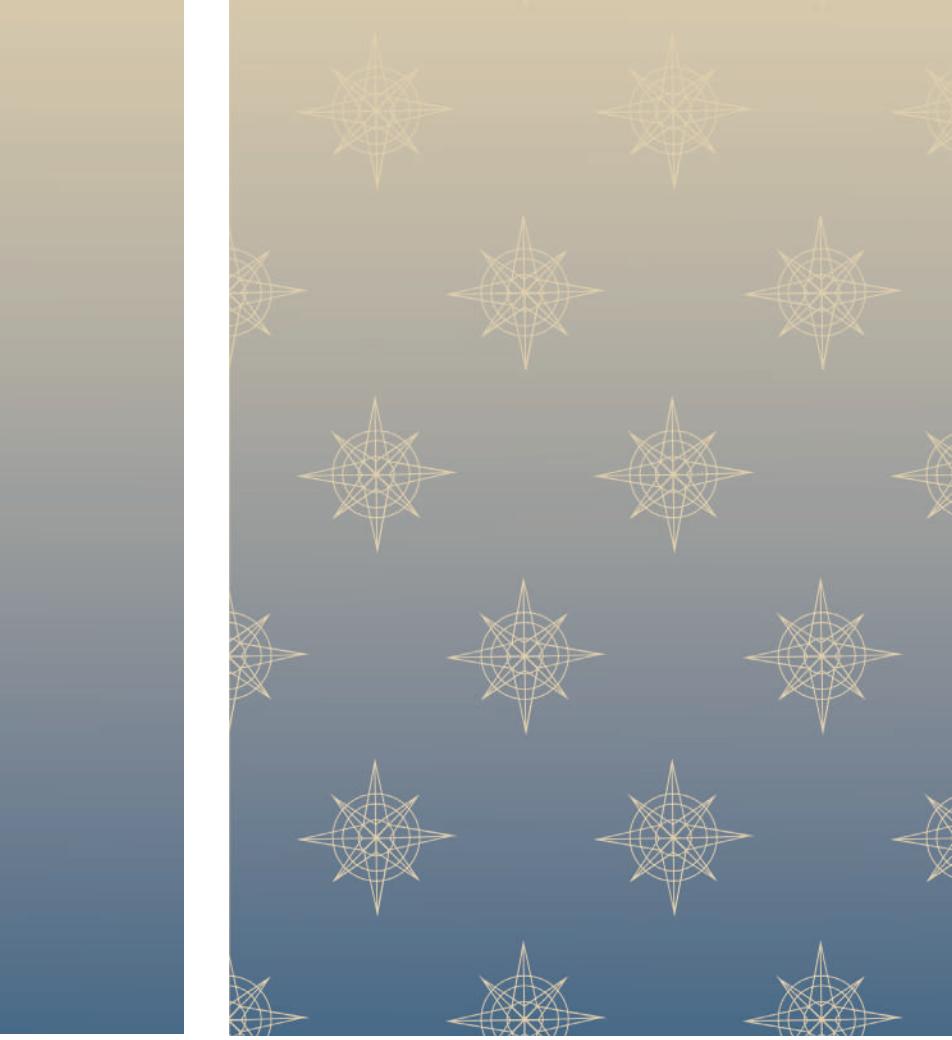
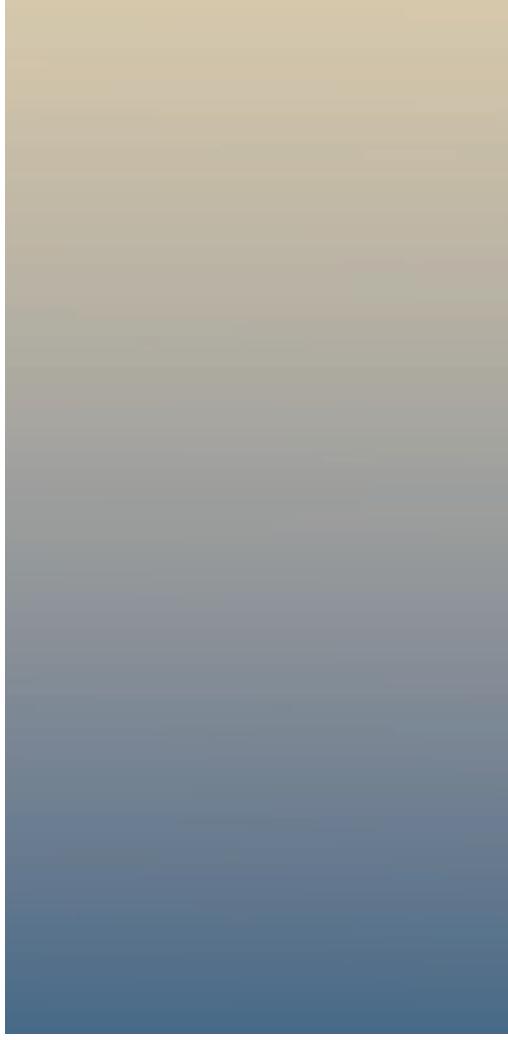
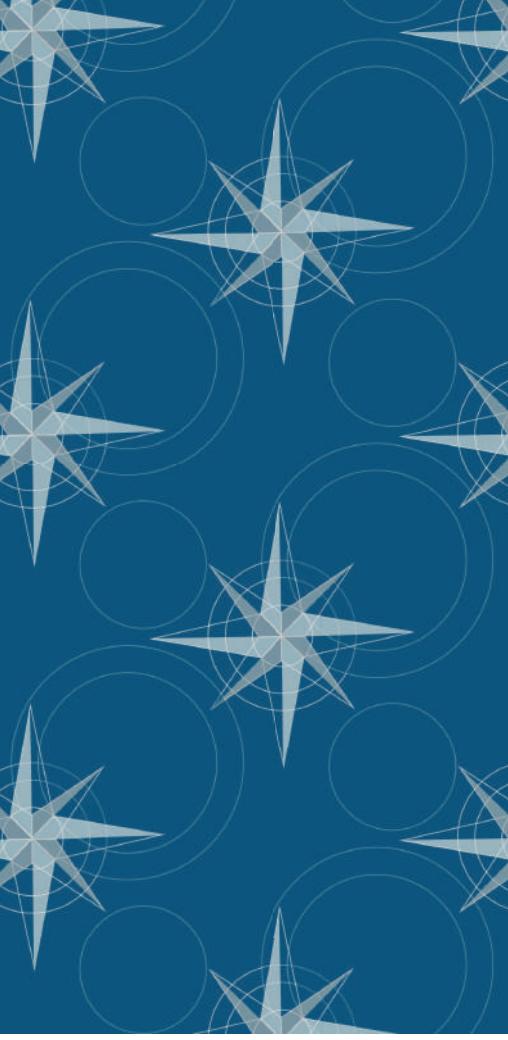
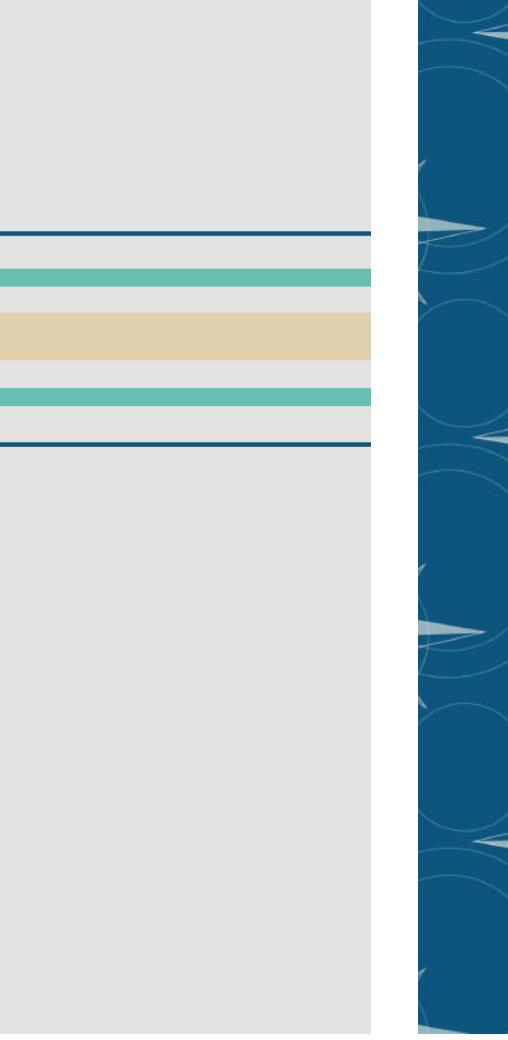
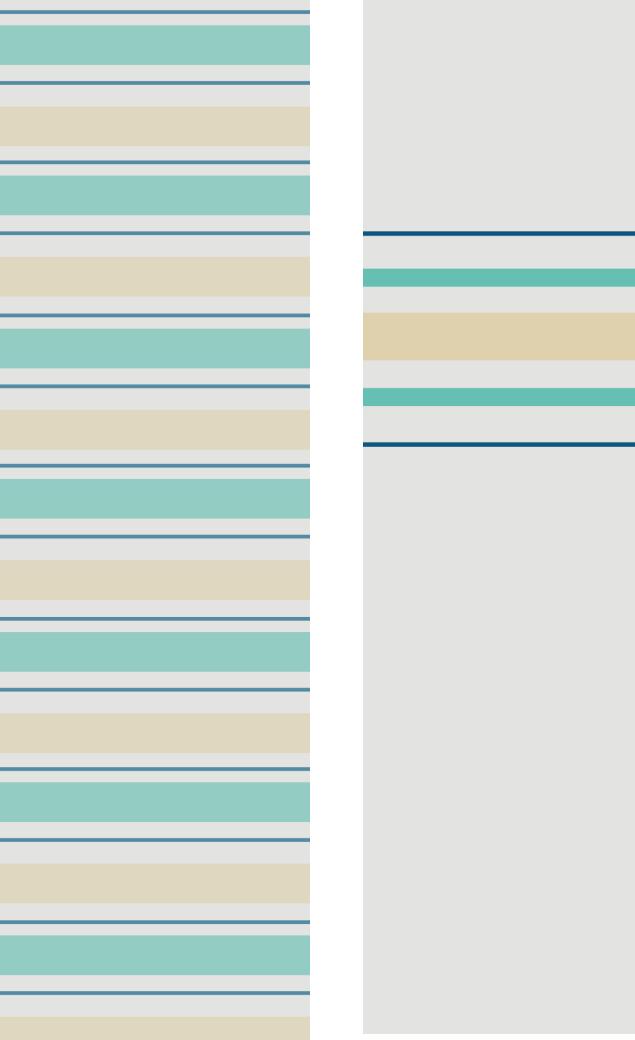
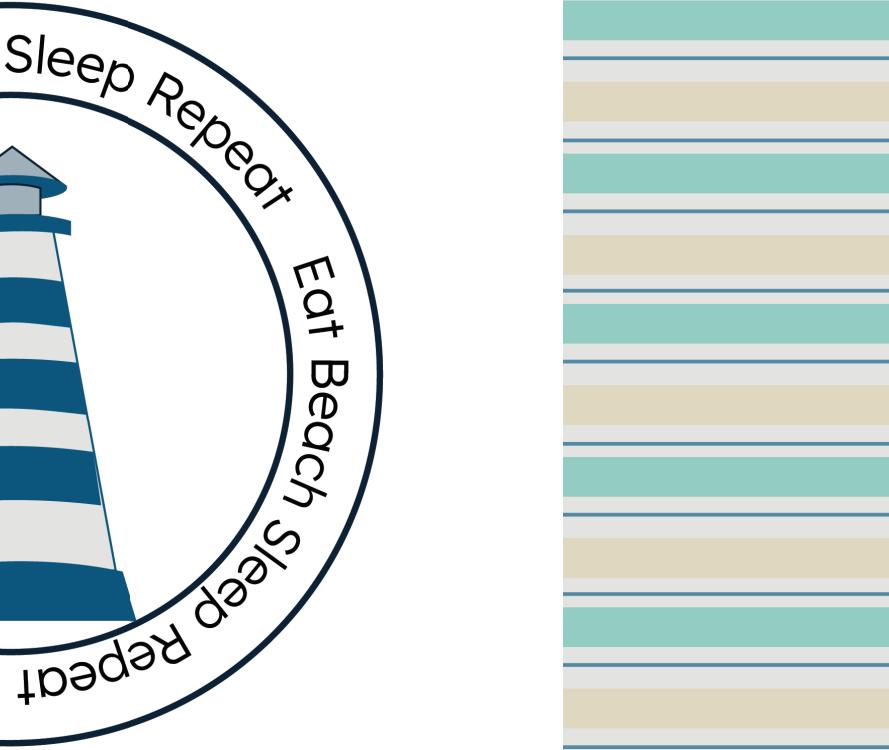
Age : 4 - 8

Market : International

Lifestyle : Upper middle class

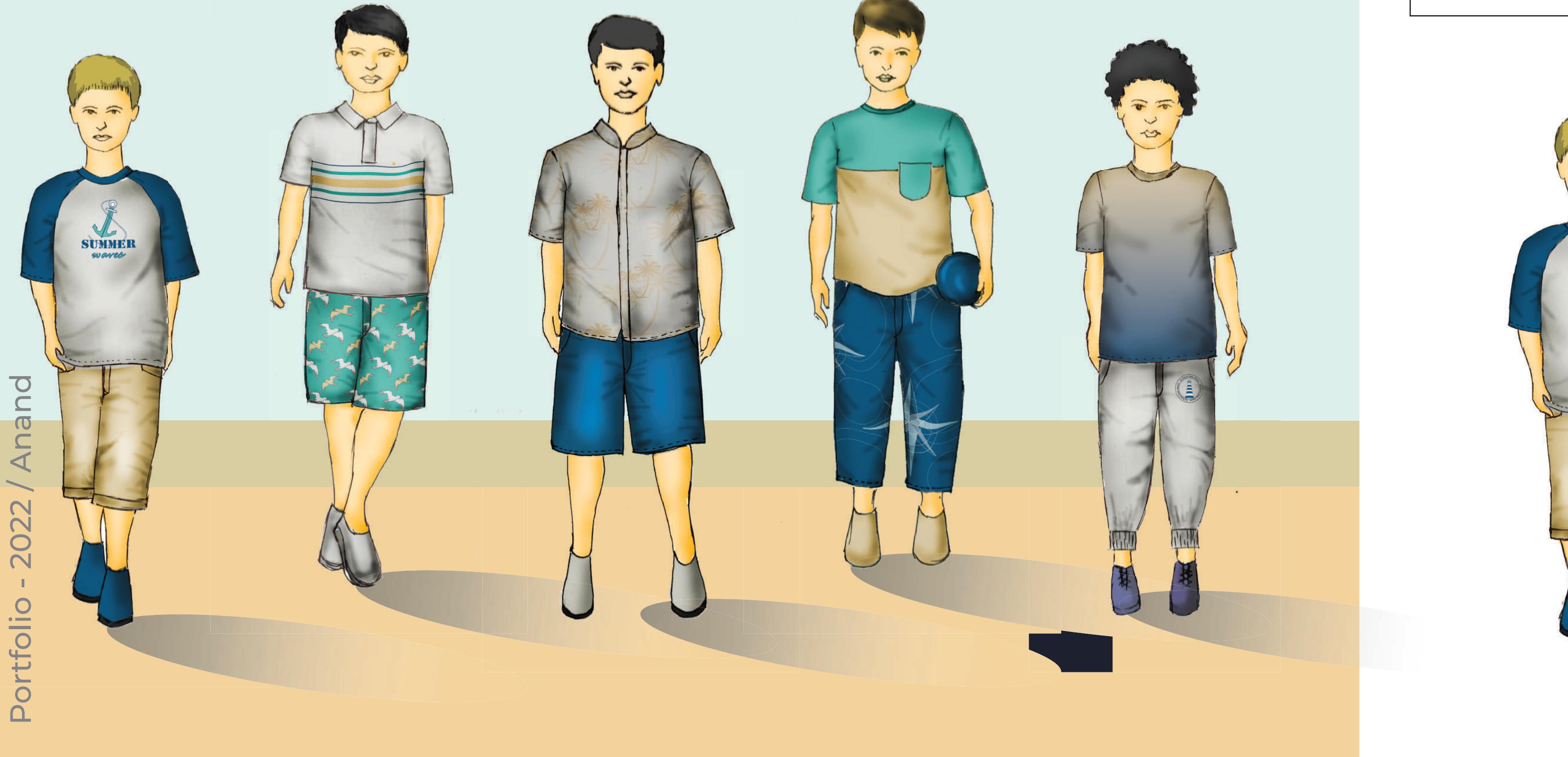


Motif development
Print development



Portfolio - 2022 / Anand

Look board
Spec sheet



Ranglan Sleeve T-Shirt with Beach Brown Bermuda Shorts					
Season	SS 23	Style No	SS23B601	Date	24-07-22
Catagory	Boys	Age	6	Created by	Anand
Fabric	Knitted cotton	Description	placement print on chest	Pattern	Solid
Detailed Sketch					

